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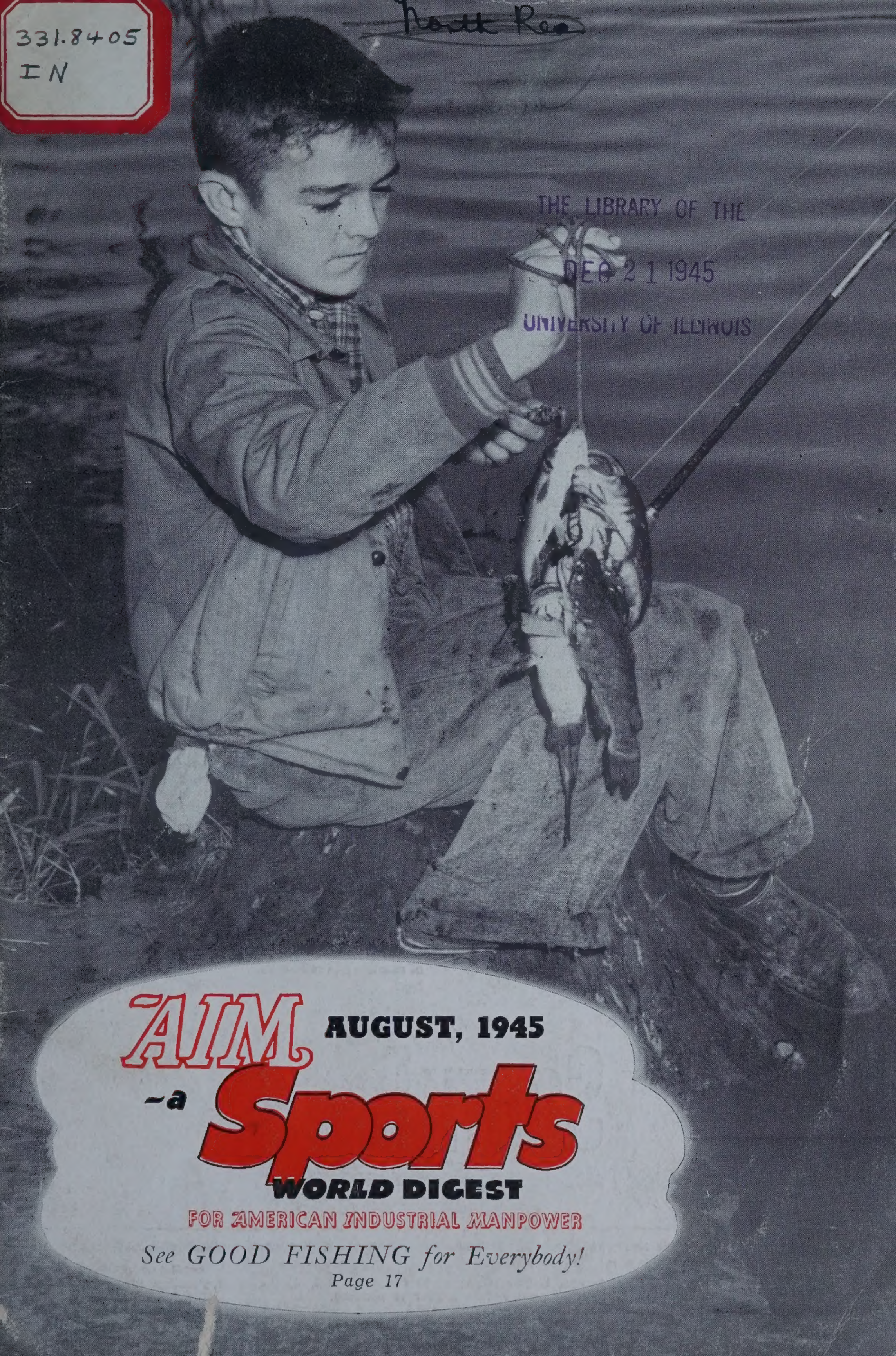


AIM

AUGUST, 1945

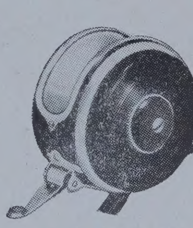
—a Sports World Digest

FOR AMERICAN INDUSTRIAL MANPOWER

See GOOD FISHING *for Everybody!*
Page 17

The Fly Rod Tackle We Plan To Make First!

There will again be South Bend tackle for *all* types of fishing, but here's the tackle to make the fly rod angler cheer! Mind you, we're not *yet* in production and can't quote prices, but we *can* tell you about our plans!



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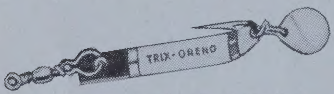

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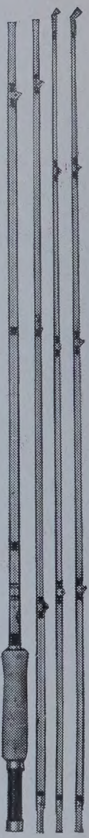

SOUTH BEND

A Name Famous in Fishing

AIM—*a Sports World Digest for American Industrial Manpower* is published monthly at Clinton, S. C., by William P. Jacobs. Subscription: $3.00 the year. Vol. 4, No. 8. Application for entry as second-class matter is pending.

1845

It Was on Brunswick Equipment that Bowling Captured the Fancy of a Sports Hungry Nation

1945

Bowling on Brunswick Equipment is America's No. 1 Participant Sport on Industrial Recreation Programs

To Industrial Recreation Directors:

If you plan on new leagues for next Fall season, we suggest you get in touch with your local bowling proprietor immediately, so he can arrange to meet your requirements and assist you with details.

Today, as Brunswick celebrates its hundredth birthday, bowling is the nation's No. 1 co-recreational sport . . . providing wholesome, leisure time recreation that helps keep our armed forces and civilian fronts on a healthy mental keel. Thus, a century of Brunswick skill is attuned to the cause of Victory. Personnel and Recreation Directors are invited to write for our Anniversary brochure, "One Hundred Years of Recreation." Address Industrial Recreation Division, The Brunswick-Balke-Collender Company.

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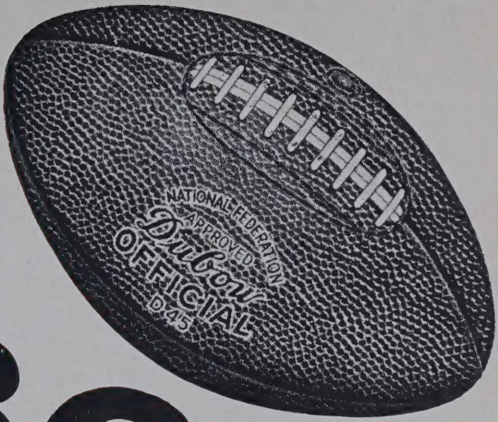

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ATHLETICS

There never is much rest for any of our men in actual combat. No wonder that even men of finest physique sometimes are broken! No wonder the nerves of some of the toughest are seriously shaken.

Millions of our boys have faced a thousand variations of physical and nervous torment on battlefields ranging from the Arctic to the equator. They have flown and fought in rarefied air miles above the earth. They have sailed into battle on the sea and under the sea . . . and they've given a glorious account of themselves.

Most of these millions of men will come back to America in far better condition than when they let; but many will return as physical or mental casualties. They should expect a community better fitted to meet their special needs.

The man who sweated it out with the tanks in Faid Pass, who roared in his Jeep across the mine fields before Zizertet . . . the man who brought home his crew in a riddled Bomber from Cologne or who crept in his submarine to fire a torpedo into a Jap ship off Guam . . . these men will not easily settle down at machine or desk, unless off-hours provide release for their hair-trigger energy.

Even battle itself was too mild for such men, where resistance proved slight on the beaches of Sicily. Like these highly trained troops at the hour of assault, millions will return in prime condition, keyed to a high intensity of action. Nerves set for life-and-death combat will need release in vigorous physical activities that demand "trigger" judgments, personal responsibilities and "team"-play.

Sports will then serve them well by helping them turn their energies to useful pursuits that build successful lives; and sports will serve the Nation well by

Boost the
Campaign for
WAR MEMORIALS
THAT LIVE

"Keep Fit Through
The ATHLETIC
A NON-PROFIT
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IN THE POSTWAR

keeping the restless energy of these millions of men in constructive channels where they help build the future of America.

Whatever the Government is doing and may do about the rehabilitation of the wounded, and nervously impaired or about the adjustment to peacetime life of those who return in fine physical condition, it will remain for every community to assist in creating an America that is physically fit.

The responsibilities for physical fitness is first and foremost in a democracy, a personal one. People must be made to feel that it is their patriotic duty to develop and maintain in themselves a condition of physical fitness adapted to demands of the America of today as contrasted to the America in the lush period of pre-Pearl Harbor.

Physical Fitness is an institutional responsibility of schools and colleges, industry, labor, churches, social agencies, clubs, and patriotic organizations. They must all strain themselves to do everything within their means to promote interest in and provide opportunities for physical fitness.

Physical Fitness is a public responsibility. It is the responsibility of each State and Municipal Government. Fundamentally, physical fitness is a people's program and as such demands that all of the people be provided with the necessary opportunities.

Physical fitness, like any other program designed to touch all of the people, will involve legislation, organization, financing, leadership, facilities, equipment, program and promotion. Practically every agency can make its contribution in one way or another. Let's all do our part.

Athletics and Recreation"

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ORGANIZATION

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ATHLETICS AND RECREATION

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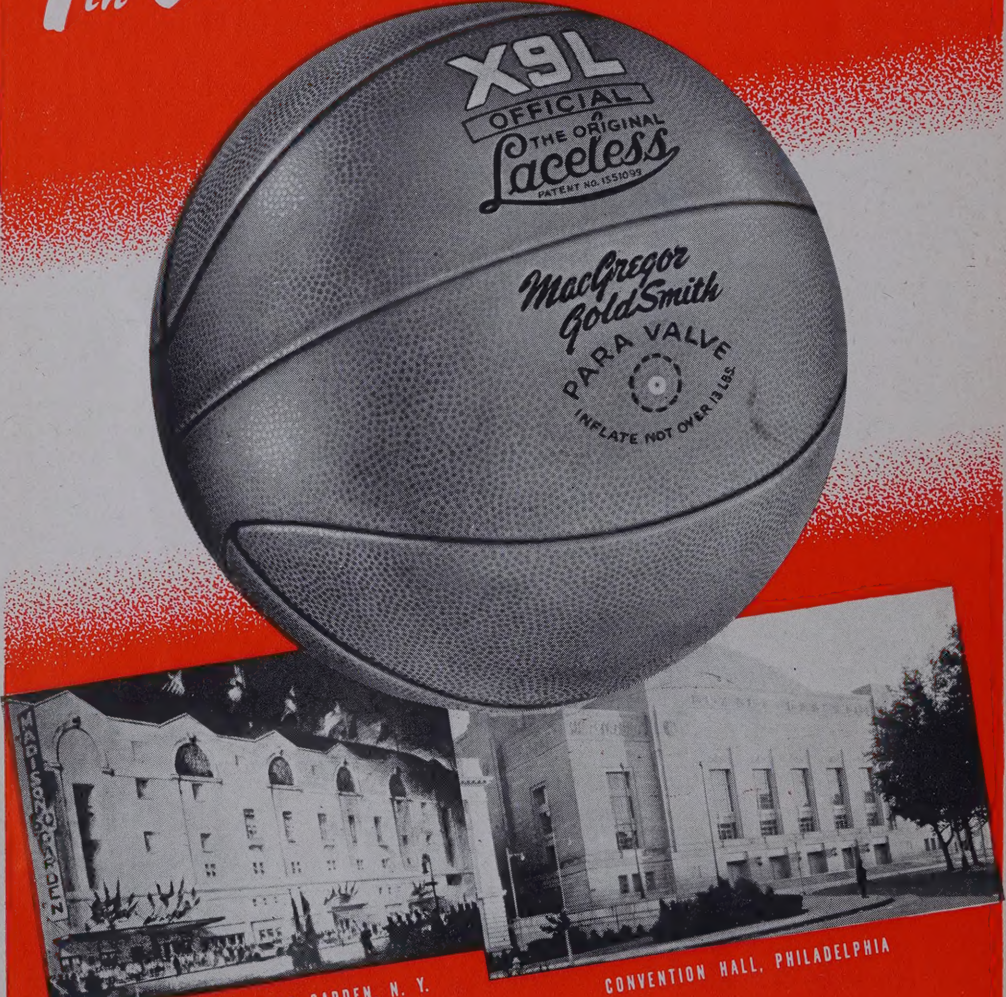
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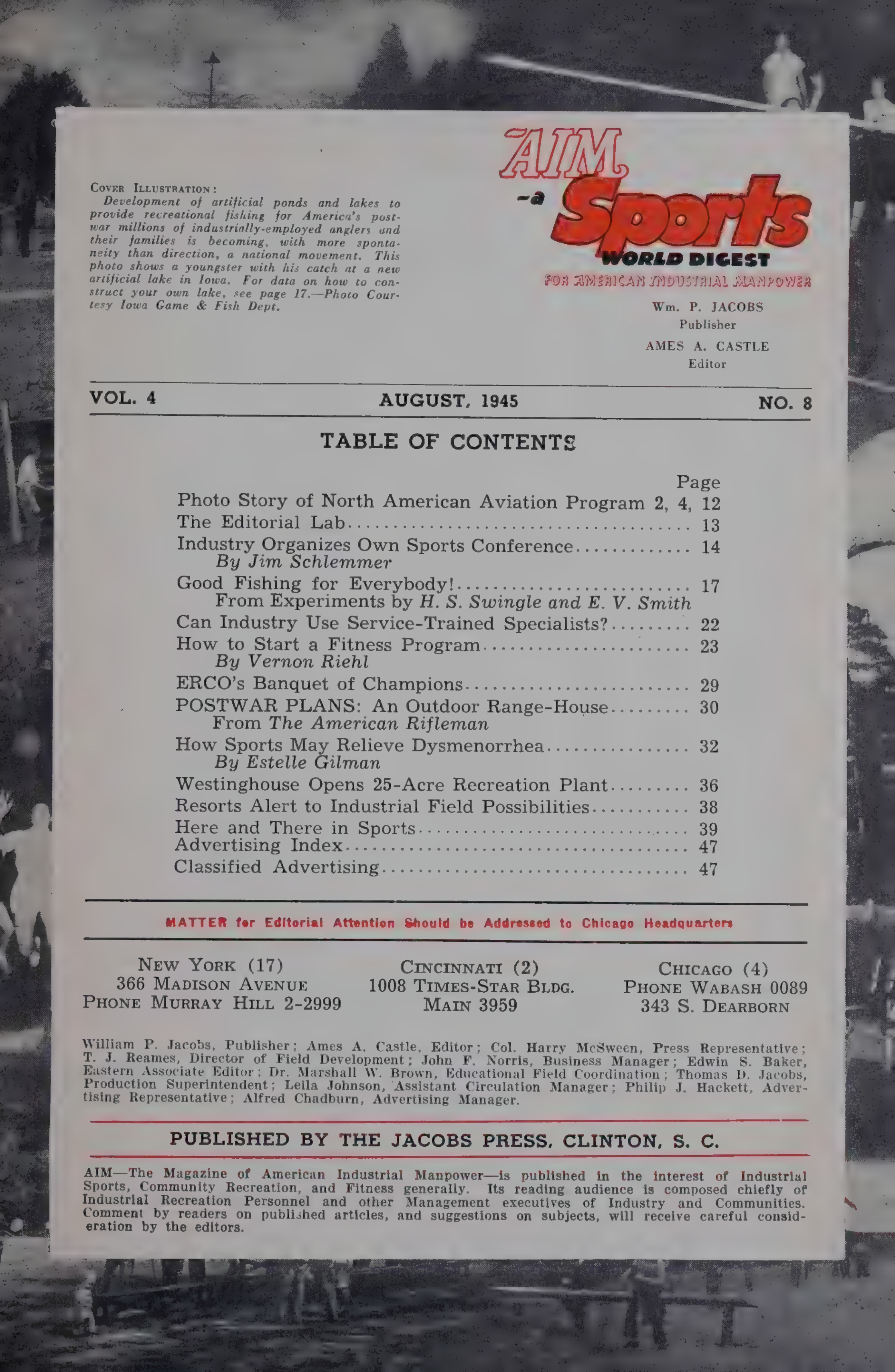

COVER ILLUSTRATION:

Development of artificial ponds and lakes to provide recreational fishing for America's postwar millions of industrially-employed anglers and their families is becoming, with more spontaneity than direction, a national movement. This photo shows a youngster with his catch at a new artificial lake in Iowa. For data on how to construct your own lake, see page 17.—Photo Courtesy Iowa Game & Fish Dept.

AIM
-a Sports
WORLD DIGEST
FOR AMERICAN INDUSTRIAL MANPOWER

Wm. P. JACOBS
Publisher
AMES A. CASTLE
Editor

VOL. 4 **AUGUST, 1945** **NO. 8**

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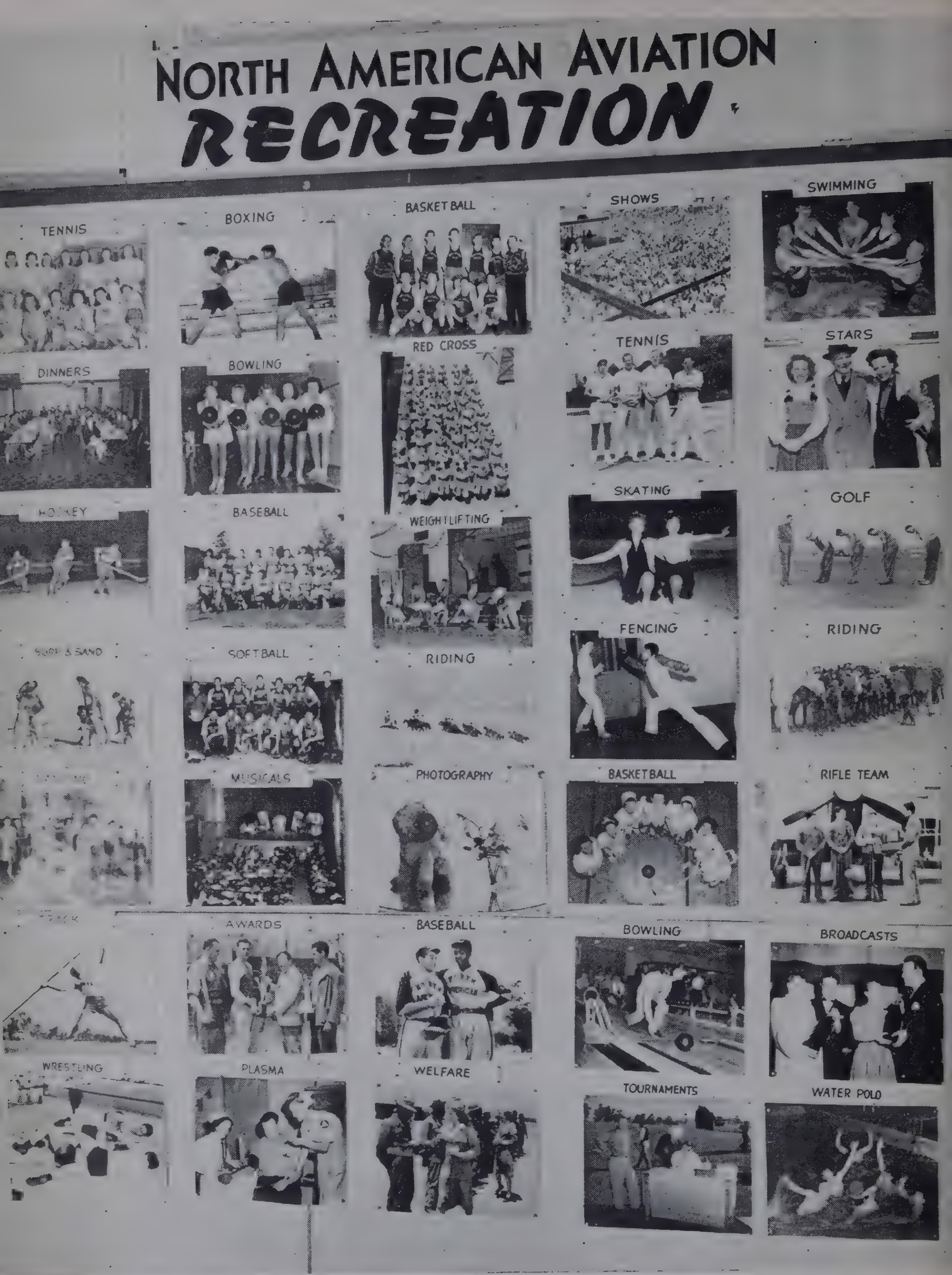
NORTH AMERICAN AVIATION
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WATER POLO

• **TO INDICATE** the great variety of sports and special activities currently available in its recreation program, North American Aviation has prepared this jumbo layout of photos for its bulletin board. Fishing is not represented here because of the unavailability of equipment. But it's highly popular just the same. Recreation Director Kellough is now chartering 8 boats a week, each carrying 18 to 25 anglers, for these enthusiasts. Photos of other North American activities appear on pages 2 and 4 of this issue. An article appears on page 32.

The Editorial Lab

• READERS OF AIM may have noted in recent issues the use of "Industrial Fitness" as a term interchangeable with "Industrial Recreation."

In that practice, AIM has not idly been exploring the field of definitive terminology. It is aware that action rather than terms is responsible for the success of most effort. But the conception and use of Industrial Fitness by AIM has a very basic purpose. It is a response to the suggestion by some readers for something less passive,—a term industrial management can get its mental hooks into as an item of productive substance.

Recreation is a good old word that has a long record of usage behind it. But the usage has been so liberal that rarely now do two people conceive an identical connotation when it is applied. To a lot of people, recreation means playground activities for children. To the average hard-boiled industrialist, it is not likely to suggest anything connected with work.

Industrial Fitness as a term is, quite conversely, related to work. It is a rather vigorous expression and it suggests production. The purpose of industrial recreation practices embraces all those things but the term does not immediately suggest this embracement. That, at any rate, is the viewpoint of many of AIM's readers. So we've been trying out Industrial Fitness as something possibly more preferable.

And why not Industrial Physical Fitness? Well, with that we're getting into cumbersome wordage. Hand it to an adult with artificial molars and his dentures are likely to go out of control in mouthing it.

But to get back where we started, Industrial Recreation has a lot to recommend its continuance. Under that banner the industrial fitness movement has made great progress, despite any uncertainty as to absoluteness of the implication it may carry to the uninitiated public. A university course has been developed under this title, and a strong, well-functioning association likewise operates under it.

Those facts should receive careful consideration before any popular change in the term is attempted. But if a change is preferred, now is the time for it. So, while the movement still is in its formative stages, shall we settle once and for all on "Industrial Recreation," "Industrial Fitness," —or do you have something better? AIM believes the comment of readers on this question would constitute both useful and interesting reading. It will be glad to have your remarks for publication.

The Editor

• **THEY HELPED ORGANIZE** New National Industrial Athletic Conference. Seated, from left, are Del Griffin, P. R. Mallory Co., Indianapolis; and Tom Kanary, Dow Chemical Co., Midland, Mich. Standing, left to right, are Joe Dudley, Jack & Heintz Co., Cleveland; Ray Detrick, Goodyear Tire & Rubber Co., Akron; and John H. Boord, American Gear & Mfg. Co., Chicago. These men were among the score or more recreation directors and personnel men who recently met at Akron to organize new industrial sports Conference.

'Bid' Edmund, Goodyear, Heads Industrial Sports Conference

By JIM SCHLEMMER
Sports Editor, Akron Beacon-Journal

• FLY AND BAIT CASTING, skeet, trapshooting and other outdoor sports will be embraced along with main-line team athletics in the new National Industrial Athletic Conference which was organized recently at Akron, O. And the corrosive agent that ground its predecessor—the old American Industrial Athletic Association—into oblivion will be eliminated. That was the infiltration of professionalism. The NIAC not only has rules prohibiting professionalism; the rules have teeth in them.

The new Conference (which has been a subject of past discussion in the pages of AIM) came definitely into existence with the election of officers and announcement of a program that is expected to be operating by the first of next year.

The 2-day organizing conference ended in the election of Willis H. (Bid) Edmund, Director of Education and Recreation for Goodyear Tire & Rubber Co., as president. Gordon A. Macdonald, Recreation Director for the big Dow Chemical Plants at Midland, Mich., is secretary-treasurer, and the assistant personnel manager of Thompson

Aircraft at Cleveland, Robert Evans, is vice-president.

While first reports on the organization inferred that it would be restricted in interest to baseball, football, basketball and related team athletics, the objective intent actually is to cover all sports in which member companies may be interested, and that list ranges from fly and bait casting and target shooting of all varieties to winter activities.

Seed for the new conference was planted last November, following prior discussion, in a meeting of Midwest industrial representatives at Purdue University. It took root. The organizers will meet again Sept. 19-20, tentatively at Detroit, for official ratification of constitution and bylaws, purposes and intentions, and to lay basic plans for the first conference activities which promise to be bowling and basketball.

Behind the conference is the desire to:

(1) Foster and regulate uniform rules of athletic competition between member companies.

(2) Provide adequate competition for those employes who are primarily interested in intercompany competition.

(3) Provide opportunities for employes and their families to attend intra and inter-competition.

(4) Provide a vehicle by which the *esprit-de-corps* of the employes may be improved.

(5) Provide a means of creating more cooperative community and business relationship between member firms engaged in intercompany athletic competition.

(6) Establish regulated means of determining sports championships among member companies.

(7) Act as the parent organization in the development and government of divisional industrial sports conferences.

(8) First initiate rules and regulations for basketball and bowling and to expand the conference sports program as circumstances demand and permit.

The old American Industrial Athletic Association had aims as lofty and well stated but as one looks back to its days of operations in 1919 and 1920 one recalls too vividly its shortcomings.

There were, primarily, too many industrial concerns holding memberships in the association and too few, if any, means of controlling their many participating athletes.

• WILLIS (BID) EDMUND, seated, and Ray Detrick, both of Goodyear Tire & Rubber Co., discuss program for 2-day session of the new N. I. A. C. These executives were hosts to representatives at the meeting and were credited with doing a great deal of the Conference groundwork. Mr. Edmund was elected president.

The old conference died of financial and physical strangulation in hysterical desire of many of its member companies to field the best varsity athletic teams regardless of cost.

The National Industrial Athletic Conference will insist that:

(1) To become eligible for participation, a player must have six months' residence and continuous full time employment previous to the first conference game in which he participates.

(2) The personnel or activities director of each company shall submit a list of his eligible players to the conference commissioner three weeks before the first game and the list must be signed by another official of the company.

(3) No employe of any member company in this conference shall be eligible to participate in conference sports activities who is, at the same time, on the payroll of or receiving compensations from any other team in the same sport.

(4) If for any reason beyond his control a player is laid off, his eligibility shall not be affected, provided he is put back to work with his company and has not played with some other company during the layoff period.

• GORDON A. MACDONALD, right, athletic director of Dow Chemical Co., Midland, Mich., secretary-treasurer of the newly-formed National Industrial Athletic Conference, confers with Willis H. (Bid) Edmund, Goodyear Tire & Rubber Co., Akron, the organization's president.

(5) No player shall be paid a higher rate than any other employe receives for similar work.

There you have the teeth. Not in this conference can star forwards, hurdlers, bowlers, shooters or golfers be paid two, four, six or eight times what their production is worth in return for representing their companies in sports.

Nor are these by any chance small fry or fly-by-night industrial concerns who are putting their collective thinking and planning into this new conference.

At the Akron meeting, where most the spade work was done, the following organizations were represented:

Dow Chemical, Midland, Mich.; P. R. Mallory Co., Indianapolis; Jack & Heintz Co., Cleveland; Mills Industries, Chicago; Studebaker Corp., South Bend; American Gear & Mfg. Co., Chicago; Thompson Products and Thompson Aircraft, Cleveland; Crosley Corp., Cincinnati; Chrysler Corp., Detroit; Ford Motor Co., Detroit; Fiberglass Corp., Newark, O.; Timken Roller Bearing Co., Canton; B. F. Goodrich Co., and Goodyear Tire & Rubber Co., Akron.

Represented by proxy or by letter of endorsement of conference aims and plans were:

Allis-Chalmers Co., Milwaukee; Eastman Kodak, Rochester; Western Electric Co., Chicago; Willys-Overland Co., Toledo.

Not all of these companies may come into the conference, although all are eligible.

There is no minimum figure as to the number of employes a company must have on its lists to be eligible. Main reason for this is that the conference eventually will concern itself with basketball, bowling, golf, casting, archery, rifle and pistol shooting, softball, baseball, track and various other sports which will permit member companies, small and large, to engage in some of them on equal basis.

In addition to the officers, most active conference workers are:

Ray O. Detrick, head of employe activities at Goodyear; William L. Yager, treasurer, the P. R. Mallory Co.; John H. Boord, vice-president, American Gear & Mfg. Co.; Earl C. Haupt, director, employe activities, Crosley Corp.; E. A. Hammond and E. L. Chevraux, Studebaker Corp.; Harry Calotta and Joe Dudley, Jack & Heintz Co.; William Harley, Mills Industries; Charles Mears, recreation director, B. F. Goodrich Co., and Ed (Chief) Connor, famed athletic figure at Goodyear.

Connor was in on the formation of the old American Industrial Athletic Association and is a valuable figure in steering the new conference around the pitfalls which swallowed it up.

Evans is the son of William "Billy" Evans, for many years a major league umpire and writer and now president of the Southern Association. Billy Evans was active in organizing the old A. I. A. A.

Whatever the success or failure encountered by the new industrial athletic conference, it is unlikely it will fall victim to the same ills which led to the old association passing out. Not so long, at least, as rules exist which will keep this conference completely amateur in spirit and operations, and as long as no player shall be paid more for his services than the non-athlete at the next bench is paid for doing similar work.

Administrative and enforcement duties will be in the hands of a commissioner yet to be selected, but most likely from within the charter group. The commissioner will be armed with a schedule of fines and penalties which it will be his right and duty to assess if and when necessary.

The teeth are there but nobody expects the commissioner to have to bare them often. The men and the organizations making up this conference are prepared to keep it amateur.

GOOD FISHING *for Everybody!*

In your own artificial pond or lake, you can cultivate fish just as you cultivate plants in your garden. In properly fertilized waters, they will grow bigger than in open streams—and in half the time! Here's How—

Prepared from Bulletins on Experiments
By H. S. SWINGLE and E. V. SMITH
Alabama Polytechnic Institute

• IN THE JULY ISSUE OF AIM, under the same title as this article, complete instructions for the construction of a fishing pond or lake were presented. The series from here will deal with stocking and care of such waters, to produce a maximum output of fish of an average size suitable for the sport of angling as well as—at the moment, at any rate—eating.

These articles are based on the work of H. S. Swingle and E. V. Smith, fish culturist and associate botanist, respectively, of the Alabama Polytechnic Institute, who have spent a number of years in practical investigations supported by the resources of this noted institution and the State and who now are producing artificial pond and lake fish in shorter time and of greater average size than those found in naturally-constituted waters.

Thousands of ponds and lakes have been built for the production of fish. Unfortunately, many of them never produced good fishing and those that did produce good fishing in their early life soon deteriorated.

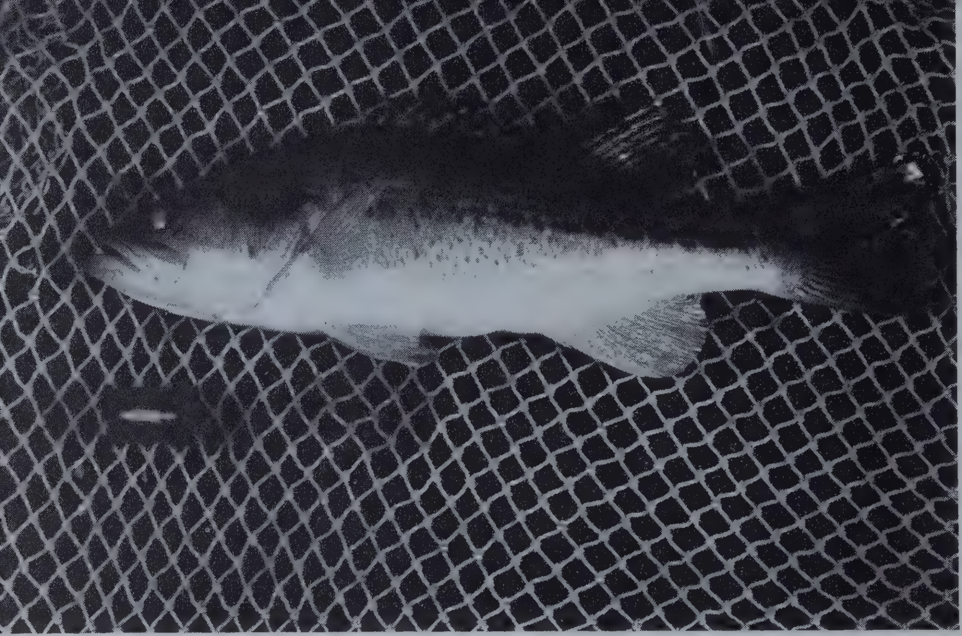
The principal reason for such failure is that most angling enthusiasts do not understand the principles underlying the management of water areas for fish production,—and it may even be ventured that not all ichthyologists rank highly in the practical business of growing fish.

One basic principle which should be well understood is that the weight of fish which an *unfertilized* pond can support is dependent entirely upon the fertility of the watershed which feeds the pond. Thus fertilization of artificially created ponds and lakes is extremely important in the process of raising fish in them. How such water may be fertilized, and what to use, will be explained in proper sequence in this series.

Failure to follow that process is almost surely to result desultorily in fish production. For example, unfertilized ponds inspected in Alabama have been found to support only 40 to 200 pounds of fish per acre of water. The lower weight occurs in poor land areas and the higher rate in areas of better land that provides more fertilization for the water.

Fish cannot grow unless they are fed the substances that promote growth. If food is inadequate to support a given population of fish, the fish will be undersized and natural processes will gradually or swiftly reduce the population. It is better to have a hundred fish of good catchables, eatable size than a thousand runtlings that are of no value.

Thus we must not only provide fertilization for the production of fish food, but we must so adjust the fish population that it will not exceed the food which is provided. Assuming that the water is suitable



• FIG 3: Growth of largemouth black bass. The upper fish weighed 1 pound when six months old; the lower weighed 0.0008 pound when one week old.

for fish life, the most common cause of runt fish is overpopulation in relation to food supply. Catching fish by customary sporting methods does not cause poor fishing. Poor fishing mostly is caused by there being too many fish for the available supply of food.

Fish actually lose weight when the food supply dwindles, just as you would lose weight under similar circumstances. They gain weight and lose it relatively swiftly, —as much, in fact, as a third within a period of a few months. Thus the 3-pound fish that you catch while food is plentiful in May may, for example, weigh only 2 pounds if you delay its catching until September when the supply of food is less. And the per capita food supply may be lessened either by reduction in the source or by increase in fish population.

All of the foregoing is by way of saying that the number of pounds of fish which can be supported in a pond depends upon the amount of fish food which the pond provides. And, depending on population, the fish may be big or runty. In other words, you may have 100 fish weighing an average of 10 pounds each, or 1000 fish weighing an average of 1 pound each.

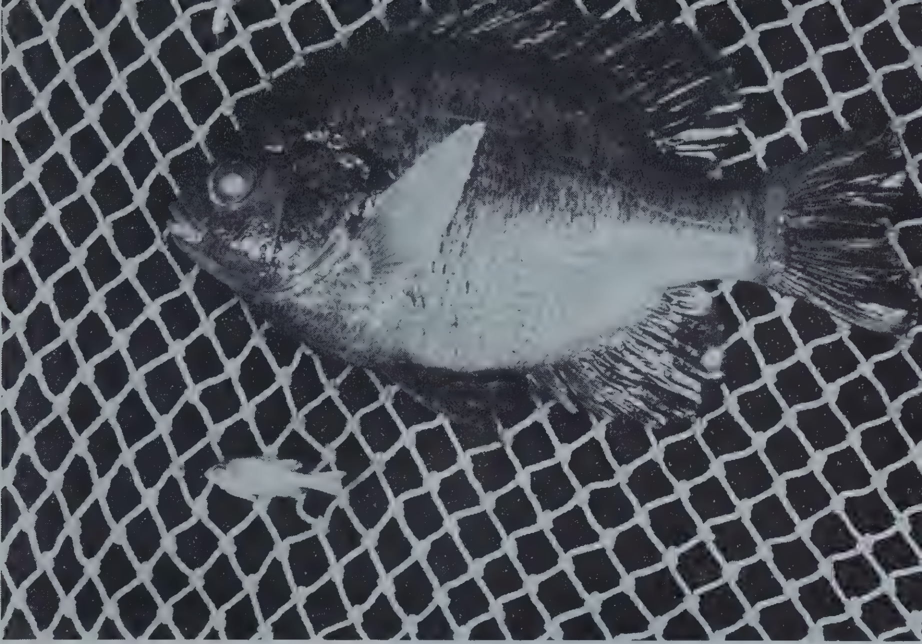
Food thus is fully as important as water in the business of producing fish. The materials in the water which promote the growth of fish food are nitrogen, phosphorus, potassium and such other elements as those which cause the growth of field crops, garden vegetables and shrubbery.

Since those materials do not occur in sufficient quantities in raindrops, they must, in the case of fish pond or lake, be derived either from dissolution out of the land of the watershed, or added artificially.

Much land is too poor to grow good farm crops without artificial fertilization. Unfertilized ponds in such areas will also be too poor to raise large crops of fish, or crops of large fish, unless they are fertilized.

Is the artificial fertilization of fishing water practical? It is not only practical, it is now being practiced widely in the South, and with universally good results. It may be done most anywhere with equal success.

Pond fish have been found to feed mainly on microscopic water-animals, water insects, and small fish. Most of those small animals in turn subsist directly or indirectly on microscopic plants. These plants are so tiny that they can be seen only when highly magnified. They are present in most water, but the number usually is so small that they are not noticed. When, however, water is fertilized, these plants grow and multiply so rapidly that they



• **FIG. 4: Effects of rates of stocking on size of bluegills. Upper fish indicates relative average size (4 ozs.) one year after stocking with 1500 bluegills per acre. Lower fish (look closely!) indicates relative average size (0.02 oz.) one year after stocking with 180,000 bluegills per acre. It's important that fish population be kept in proper ratio to water acreage and food.**

cause the water to appear green or sometimes brown.

Thus the reason for fertilizing a pond or a pasture is essentially identical: both are fertilized to produce more plants to support more animals, but in one case the animals are fish and in the other they are livestock.

In contrast to the low productivity of unfertilized ponds, properly fertilized water in Alabama support 500 to 600 pounds of fish per acre. In a fertilized pond, for example, the average size of sunfish after a given period of growth was 4 ozs., while fish of identical age in an unfertilized pond weighed nearly three-fourths less, or 1.1 ozs. The stock in each case was 1500 bluegills per acre.

Fish, as stated, grow rapidly if they have plenty of food, but very slowly, if at all, when food is scarce. In a well-fertilized pond at Auburn, Ala., for example, bluegills averaged 6 ozs. within one year. Bass in the same pond reached one pound within six months. The bluegills when planted weighed .007 oz.

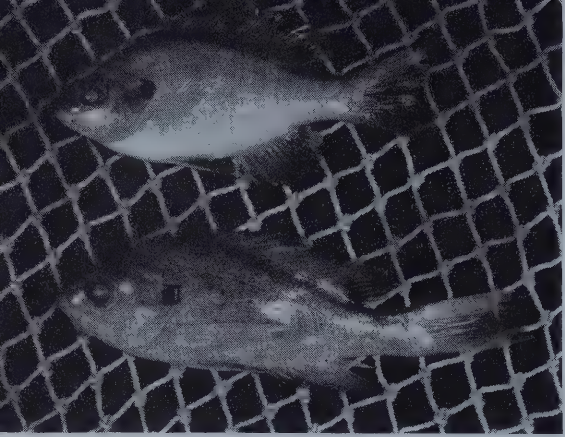
Too rapid growth, however, indicates under-stocking,—that there are insufficient fish to utilize all of the available food. In such cases, more fish may be added.

Tests indicate that the most satisfactory rate of growth is, for bluegill fingerlings, 4 ozs. the first year after stocking. Interestingly, the average growth for bluegills in Alabama open streams is only 4 ounces in *four* years. Obviously, the streams do not provide sufficient food for the fish population they are supporting. In such cases stock should be reduced or food increased.

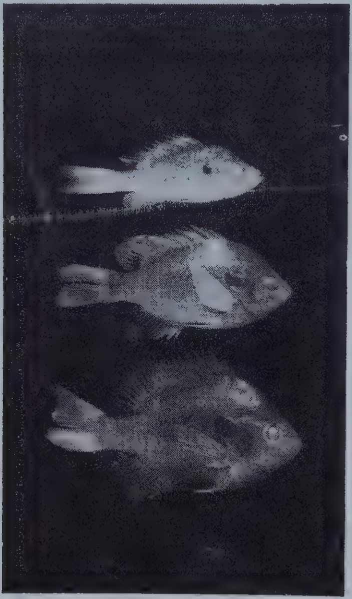
The extremely rapid growth of bass mentioned—1 lb. in 6 mos.—is not desirable. In properly stocked ponds, the bass should weight 1 pound within a year after stocking. The average rate of growth of bass in Alabama streams is but 1 lb. in *three* years.

Rates of growth will of course vary somewhat in different geographical locations, but under identical circumstances of food and fish population per acre of water it is not believed to vary a great deal. Experiments in some other regions may show an even swifter growth than that indicated for Alabama.

It has been indicated that too many fish in a pond cause undersized fish and poor fishing. Figure 4 is a graphic illustration of this condition. In one case where 1500 bluegills per acre were planted, the fish averaged 4 ozs. one year after stock-



• **FIG. 5: Rate of growth in pond stocked with 6500 bluegills per acre. The fish at top (average) weighed 0.8 oz. six months after stocking. Fish at bottom weighed 0.9 ozs. two years later. "Stunting" reflects overstocking.**



• **FIG. 6: Result of reducing fish population in pond. Top, 6500 per acre, average weight 0.9 oz. Center, 3200 per acre, average weight 1.8 ozs. Bottom, 1300 per acre, average 3.7 ozs. Period of growth identical.**

ing. In another, where 180,000 fish per acre were planted, the fish averaged only .02 oz. within a year. That is an enormous difference.

For practical purposes, it may be assumed that within a year after stocking a pond usually is supporting close to the maximum weight of fish *for which food is available*. After the fish have spawned once, more small fish are present than can adequately be supported by the available food.

Thus a pond rapidly reaches its maximum carrying capacity, usually within a year. If the number of fish in a pond remains the same after the first year, an increase in the average size of them hence is impossible unless food is increased.

That latter statement is illustrated in Fig. 5. The pond from which these fish were taken was stocked with 6500 bluegills per acre. Their average size after 6 mos. was .8 oz. But *two years* later they weighed only .9 oz. There simply was not sufficient food supply, as population increased, to promote growth.

From all of that you will gather that if the number of fish is reduced, the average size of the remaining stock will increase. That very definitely is true. If nothing is done to increase the food supply in the pond, increases in the size of the fish after the first year can occur only when the food available for each fish is increased by reducing the stock of fish present.

In one experiment, three ponds were originally stocked with 6500 bluegills per acre. Two and one-half years later, the number of fish in one pond was reduced to 3200 per acre and in another to 1300 per acre. The relative average sizes of the fish in the ponds six months later are shown in Fig. 6.

In the undisturbed pond, where the original planting of 6500 fish per acre was left to multiply, the fish weighed an average of .9 oz. In the pond reduced to 1300 per acre, the fish averaged 1.8 oz. And in the pond reduced to 1300 per acre, the fish averaged 3.7 ozs. And what is true in terms of ounces would of course be true relatively in terms of pounds.

The most all-around satisfactory fish for growing in ponds is the bluegill. This fish cannot, however, successfully be raised alone because each pair may produce 4000 or more young the first year. As they feed mostly on insects and will rarely eat their own young, the pond becomes quickly overcrowded with small fish and none are able to grow.

Fig. 7 illustrates that condition. The fish at the top of this composite photo represents relative size when planted in March, 1938. It weighed .2 oz. In the center is shown the average size of fish in this pond three months later, in June, 1938. It weighed 2.7 ozs. In that month spawning occurred, and each pair of bluegills produced an average of 4000 young. The pond was immediately overcrowded. Thus the parent fish by November, 1938 had reduced in weight by approximately one-third. They then averaged only 1.9 ozs.

To prevent this swift overcrowding by bluegills, bass should be planted with them. No other fish has proved quite so satisfactory for this purpose, as the bass is not only a voracious eater but also a fine gamefish.

Largemouth black bass, stocked in sufficient numbers, gradually reduced the bluegill population of one pond under experiment, so that both bluegills and bass made satisfactory growth. Fig 8 illustrates this experiment. The fish at top shows the relative average size of bluegill used in stocking the pond in February, 1939. It was .5 oz. The center fish is the average size the bluegills reached by June, 1939. It was 1.8 ozs.

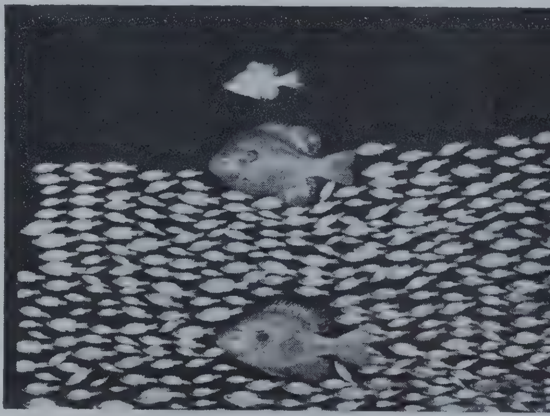
At that time spawning occurred, but most of the young were consumed by the bass. The fish at bottom represents continued growth of the bluegills to 4.2 ozs. by November, 1939. As the bass prevented overcrowding, the bluegills more than doubled in weight within 5 mos.

"From a consideration of the foregoing principles," state Drs. Swingle and Smith, "it is evident that the main problems involved in raising fish in ponds are the production of food and the management of the fish population so that the correct number of animals is present to utilize efficiently the food produced.

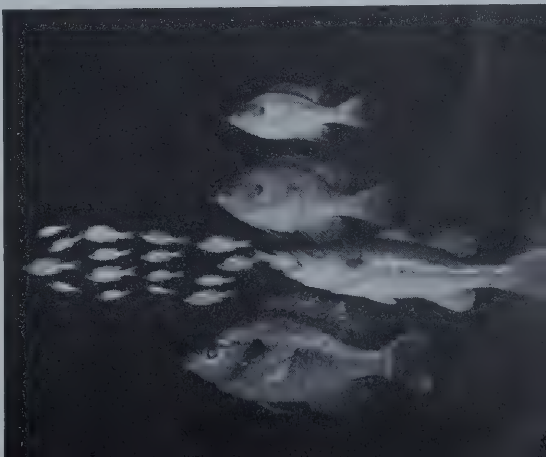
"Those are also the main problems involved in the production of cattle or other food animals, and many of the principles applicable to livestock production on farms are directly applicable to fish production. Although many of the principles are the same, the actual practices by which these principles are applied to produce animals in water must of course differ considerably from those used to produce animals on land."

Subsequent articles in this series will detail in step-by-step manner with the proper stocking of ponds, fertilization, and subsequent pond management to assure a perpetual high-volume output of desirable gamefish year after year.

The information offered, as earlier stated, is the product of extended investigations by Swingle and Smith, aided by the resources of Alabama Polytechnic Institute. Their explorations into this subject started prior to 1938—more than seven years ago—and they are continuing.



• FIG. 7: Result of confining stocking to bluegills. Top, average size 0.2 ozs., stocked March, 1938. Center, average size 2.7 ozs. reached by June, 1938, when spawning occurred. Each pair of bream (bluegills) produced an average of 4000 young. Bottom, when pond was drained November, 1938 the large bream weighed only two-thirds as much (1.9 ozs.) as in June, because the pond was overcrowded with their own young.



• FIG. 8: Results of stocking with bluegill bream and largemouth black bass. Top, average size (0.5 ozs.) of bream used in stocking, Feb. 1939. Center, average size of bream (1.8 ozs.) in June, 1939, when spawning occurred. Most of young produced were consumed by bass. Bottom, average size of bream (4.2 ozs.) in Nov., 1939. Since the bass had reduced the volume of young fish, the bream more than doubled in weight after spawning.

—*A Sports World Digest*

Can Industry Use

Army, Navy Trained Fitness Specialists?

• INDUSTRIAL PHYSICAL FITNESS is a new term for industrial recreation. It means that industry is becoming increasingly interested in the welfare and physical condition of its employes. With the step-up in production of civilian goods as war contracts are terminated, there will be readjustments in personnel and in labor schedules. Some of the pressure for continuous work will be removed when employes again can realize that their efforts are not vital to the maintenance of the home front. With the enemy as yet undefeated, the production lines comes first, and rightly so. After V-J Day we can turn our attention in full force to peace-time industrial physical fitness.

Armed Forces Have Used Recognized Leadership

While the war is still in progress, however, it is well to look about at some of the things being done in the armed forces along physical-fitness and recreation lines. We are able to learn considerable from these sources as to the handling of large groups of men and women, how they have guided their free time and recreation periods to best advantage, and of the activities most beneficial and popular.

It also is significant that professionally trained leadership has been used in the armed forces in their recreation, athletic, and physical training programs. Industry will be overlooking a real opportunity if, in its post-war programs, it does not make use of men and women now in the services whose responsibilities have been the administration of programs in these fields. Many of them are "tailor-made" for post-war physical fitness administrative positions with industrial organizations and for community recreation.

The Navy Program

The Army and Navy both have done outstanding jobs both in selection of administrative personnel and provision of physical training and recreation opportunities. In this discussion the outstanding features of the Navy program and its administrative personnel will be considered briefly. Other service programs may be presented later.

Huge drill hall-gymnasiums and excellent swimming pools have been construct-

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Standard Steel's Director Discusses

How to Start a Fitness Program

By **VERNON RIEHL,**
Recreation Director, Standard Steel Spring Co.

• I DO NOT pretend to be an expert on this subject, but at Standard Steel Spring Co. we did, within the space of a year, inaugurate what we believe to be a fine, comprehensive recreation program.

This program included, among other things, two steamboat excursions, the usual company picnic, a baseball team, men's and girls' softball teams, a Halloween ball and coronation of the Standard Steel Harvest Queen, movies in the plant, a barber-shop harmony group—now our "Light Opera Society".

We featured four separate Christmas parties: One each for day and night shifts for both colored and white employes. We developed a fine soccer team, which is now about to play for the Western Amateur Cup Championship.

And our activities continue to expand. Our Welfare & Recreation Association is presenting a 3-act musical comedy at the Kiel Auditorium, St. Louis' finest showhouse. The direction and all of the acting, scenery designing, chorus-like training and dancing will be performed by Standard Steel employes. The production cost of the play, "Spring Scandals," is approximately $3000. But we anticipate a profit of over $1000, which will go into our Welfare & Recreation fund and be used for employe welfare and recreation activities.

Those activities are merely highlights. I mention them to establish some idea of the scope our program has reached within a year and thus to establish such authority as I may claim on this subject.

There are several ways for a company to install industrial recreation. Some firms simply buy a set of baseball uniforms for a representative team and that comprises their entire activity. Still others go into it a bit farther, but half-

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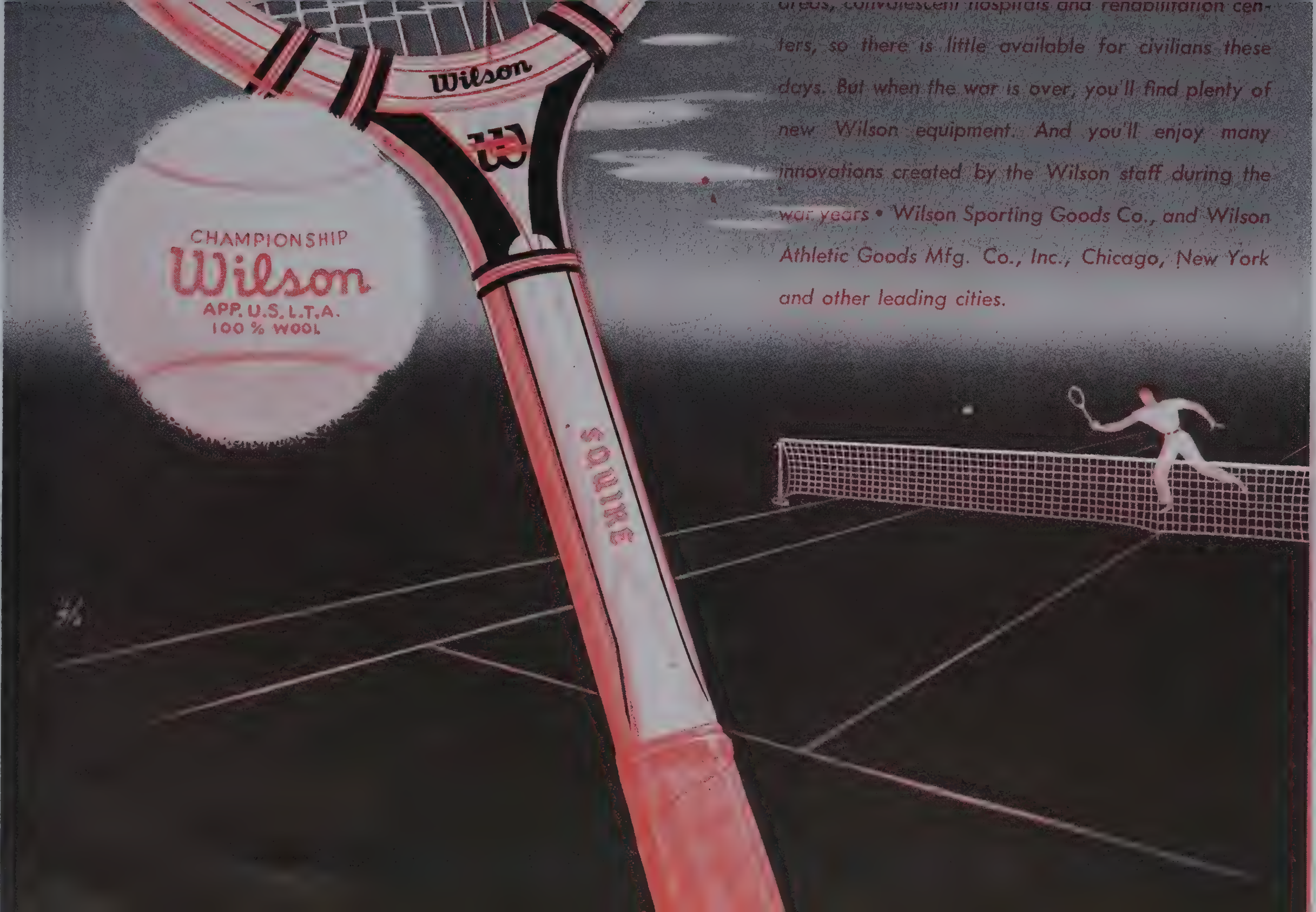
—Condensed from an address before The March, 1945 YMCA Industrial Recreation Clinic at Omaha

• STEEL MILL FOLKS like costume parties, and Hallowe'en provides an ideal occasion for them. These contestants are lined up to compete for prizes at a Standard Steel Spring Company affair. "It's important," cautions Standard's recreation director, "to spot program events so they will frequently interrupt the refreshments. Thus everyone remains properly decorous."

LOOK TO THE LEADER FOR PROGRESS

Young America is for . . .

When one name marks vast quantities of the sports equipment that Young America is using—that's acceptance • And when the name on that equipment is "Wilson," you can accept it as the unfailing mark of what's newest and best in modern equipment for modern play. Wilson equipment is needed to serve our boys in training camps, rest areas, convalescent hospitals and rehabilitation centers, so there is little available for civilians these days. But when the war is over, you'll find plenty of new Wilson equipment. And you'll enjoy many innovations created by the Wilson staff during the war years • Wilson Sporting Goods Co., and Wilson Athletic Goods Mfg. Co., Inc., Chicago, New York and other leading cities.


CHAMPIONSHIP
Wilson
APP. U.S.L.T.A.
100 % WOOL
Wilson
W
SQUIRE

ANDARD
STEEL
SPRING

• IN REAL CO-ED STYLE, Standard Spring Company's cheerleaders drum it up for plant teams in important inter-company matches. The idea of installing cheerleading was proposed to Standard's recreation director by a recently-employed high school graduate. He immediately adopted it.

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heartedly, some quarter-heartedly, and some wholeheartedly.

I will explain how our company went into it, but I cannot resist the temptation to add my two-bits' worth as to how a company *should* go into it. The opinions will be my own—a beginner, so to speak—, and thus may conflict with leaders who have been in the field for many years. And the reason my opinions may not agree with others is that the subject is one upon which there is today a tremendous difference of opinion among experts and so-called experts.

My background probably reflects, as is the case with other people, the opinions I hold. That background is this:

Some years ago I was connected with the Board of Education in St. Louis as a recreation director. During that period I took several recreation courses under the direction of Rodowe Abeken, who was at that time one of the Midwest's outstanding recreation leaders.

Quite some time later, I studied law. I was admitted to the Missouri Bar in 1938 and have been a practicing attorney ever since. I was connected with a casualty insurance company in St. Louis. On several occasions I have sat on the bench as police judge.

In January, 1944, being rejected by the Army after enlistment, I accepted the post of welfare and recreation director at Emerson Electric Co. in St. Louis. In June, 1944, I resigned that position to go with Standard Steel. My principal duties at Standard Steel consist of administering group insurance for 3000 employes.

Thus you may note from my background that I am not a professional industrial recreation leader, but that I do have some experience and theory for recreation work in general.

I started out, so to speak, as a half time-full time recreation leader and my opinion is that this dual sort of set up is bad. My recommendation to any large company installing recreation is that it appoint a full-time recreation leader and that he have a secretary to take care of correspondence and keeping records. And while about it, I would recommend that there be a photographer to devote his time exclusively to the taking of pictures under the direction of the recreation leader and the magazine editor—assuming that you have a plant magazine.

And about here perhaps you're wondering:

Where is the money coming from for this kind of program; and what is this guy trying to do, make a Jack and Hientz out of my factory?

Here's my answer: There are no more hard-headed business men than those who run Standard Steel Co. Top management of my plant is primarily interested in production—just as perhaps you are. In the beginning, that management was far from being convinced that such a program was necessary in a steel plant.

But, because our top management *is* hard-headed and practical *and progressive,* it did go along with me on many innovations—after proper selling. What was that "proper selling?" Here's some of it:

Have you ever stopped to consider how much you spend for the maintenance of the large fancy lawns and general upkeep of your buildings? One of the things that used to burn me up, while I was employed at the Emerson Electric Co., was watching a crew of six maintenance men carefully manicuring our beautiful lawn, which was a thing of beauty to behold.

I concede that a plant should be attractive and that maintenance functions are necessary, but my mathematical mind added up the salaries of those six maintenance men—who were employed exclusively for beautifying maintenance—and they approximated a sum of $12,000 a year.

A minimum recreation budget, as estimated by those who are supposed to know, should be $3 per year per employe. Any one of your employes, if he doesn't like you or your company, can easily waste $3 of your money by loafing less than half a day. And $12,000 would carry a minimum recreation program of 4000 employes for a year!

Well, as I looked at those six lawn-maintenance men, I used to wonder why my management didn't regard recreation the way it regarded the upkeep of the lawn, because industrial recreation can do a lot more than a lawn to improve your employes' regard for your company. A lawn is pretty. It doesn't, however, run your machines, fire your furnaces, pour your heats or pack your merchandise.

You can conduct a plant of several kinds. It can be a plant where your employes are well-paid but despise you. It may be a plant where your employes are under-paid, but love you and remain because they are satisfied. It *should* be a plant where your employes are adequately paid *and* love you, too.

Industrial recreation fosters that latter condition. It is something that can do much to improve your industrial relations both ways. It consequently lowers production cost, decreases labor turnover, and does many other things which will show on the black-ink side of your ledger, —and that is what all hard-headed industrialists are interested in.

You are familiar with the small shop run by one man—perhaps a garage—where the boss says, "Come on, Gus. Let's go across the street and get a cup of coffee."

Gus goes across the street with the boss, takes a cup of coffee, smokes a cigarette, comes back to the shop and works like hell for the boss because he feels the boss is interested in him.

That principle applies to ten-thousand employes as well as to one. You may not be able to exactly duplicate the cup of coffee incident, but with industrial recreation you can come mighty close.

That's the "proper selling" approach!

When I arrived at Standard Steel, I found a baseball team with most of the season left to play in, and an informal employes' association which was thoroughly disgusted with the recreation program in general. It seemed that they could never get equipment or other things they wanted when they needed them. The reason was that management of recreation was the last function on the list of one of the executives at the company. It wasn't the executive's fault, because he had other important work to do.

So first we formed what we called The Standard Steel Spring Company Employes' Welfare & Recreation Association. I've already alluded to it. Some of the members of the small previous committee entered into the new association. Some of them had quit in disgust. Most are in our program now.

We then wrote a constitution, adopted it, elected officers and selected a representative from each department to compose a council. We secured management's approval for this council to meet twice a month on company time, and each council member was permitted to attend this meeting and represent his department in the recreation program.

I then contacted department heads and foremen and let them know the purpose of our association, for without supervision's cooperation a recreation program is seriously handicapped.

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• THE CORONATION of Standard Steel Spring Company's queen is now an annual affair—meaning that under the democratic system there's a new queen every year. Queens are selected by vote of entire personnel. Electioneering is not merely active, it's a serious affair.

1.
2.
WELCOME ERCO CHAMPIONS
COME
CO
MPIONS
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Sportdom's Great Turn Out for

ERCO'S Banquet of Champions

• THE GROWING IMPORTANCE of industrial activities in the general sports structure of the nation was reflected recently in the Banquet of Champions staged by Recreation Director Andy Farkas to polish off the 1944-45 winter sports season of the Engineering & Research Corp. at Riverdale, Md.

A noted football star in his own right, Mr. Farkas has been directing the sports destinies of ERCO for some time, and he has built up vast following at the plant for all the major athletics and field activities. The program has attracted wide and serious attention from ranking sports leaders throughout the country. That interest showed up strongly in the roster of distinguished guests attending the 1945 banquet. It read like a Who's Who of the sports world. More than a thousand members of ERCO's sports-minded personnel rubbed elbows with sportdom's great during the proceedings.

These highlights suggest a general idea: Robert Simmons, past president of the Touchdown Club of Washington, and vice president of Johns-Mansville Co., acted as toastmaster. John J. Kelly, former Olympic sculling champion and present chairman of the Committee on Physical Fitness, mixed Irish humor with straightforward facts on the necessity for continuing recreation and physical culture in industry: Clark Griffith, veteran owner of the Washington Senators, with Emil Leonard, Senators' pitching ace, represented baseball. They were joined in that assignment by Bill McGowan, dean of American League umpires.

L. A. Wells, ERCO president, congratulated the plant's champions not only for their feats on the sport fields but also for outstanding records on the production line. M. J. Clune, president of the ERCO Recreation Association, extended the official welcome to the champions and guests. Champions of the various leagues and tournaments sponsored by the Athletic Department during the preceding year were given special awards, the presentations being made by attending celebrities.

Here are some of the outstanding sports patrons and stars who were there: Major William F. Jones, Col. C. L. Aiello, Capt. E. J. Spaulding, founder of the East-West Charity Football Game; Commander William H. "Killer" Kane, Dr. Clarence W. Spears, U. of Md. athletic director; Dud DeGroote, coach of the Washington Redskins; Donald Adams, president of the Washington Touchdown Club.

Russ Hodges and Art Brown, radio commentators; Rod Thomas, sports editor of the Washington Star; Joe Holman, sports columnist of the Times-Herald; Jas. E. Magner, secretary of the Touchdown Club; Herb Thompson, president of the Redskin Band; Buchey Bucher, well known basketball official; Calvin Griffith, Joseph Fisher, America's No. 1 basketball fan; Frank Akins of the Washington Redskins, John Thompson of the Redskins, and others.

Mr. Farkas presented Bob Simmons of the Touchdown Club with an appreciation award for interest by him and the club in ERCO's athletic program.

The ERCO Banquet of Champions is not a new affair. Inaugurated by Director Farkas some time ago, it has, under his keen promotional ability and the growth of sports in the plant's recreation program, expanded in regional sports importance from year to year. It demonstrates the opportunity, existing in every community, to add color and importance to industrial sports activities by attracting outstanding sport celebrities to such annual affairs. The ERCO banquet now makes

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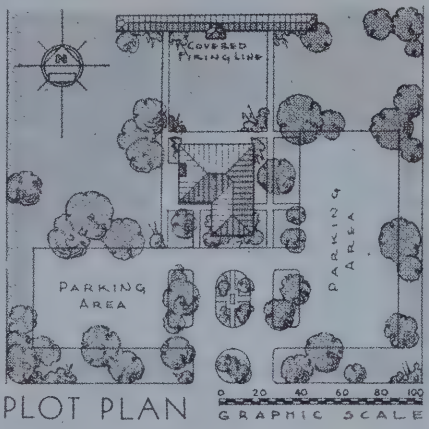
◀

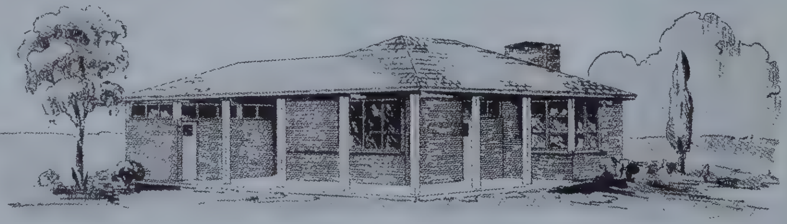
• AT ERCO'S 1945 BANQUET OF CHAMPIONS. Among distinguished guests were: (1) Jack LaVell and Calvin Griffith; (2) Father Sebastian and Dutch Leonard; (3) Bob Simmons, toastmaster; (4) Sports Writer Rod Thomas and "Doc" Clarence Spears; (5) Marty Clune and Andy Farkas; (6) Clark Griffith; (7) Commander "Killer" Kane.

The Basic Requirements

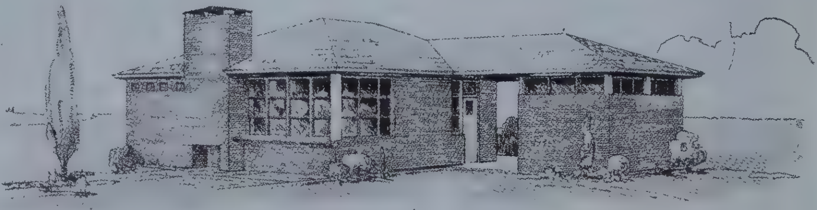
25 TO 50 TARGETS



PLOT PLAN



Perspective from Northeast



Perspective from Southwest

planning

• In response to a number of requests from industrial plants for suggestions to consider in their postwar planning of sports facilities. AIM offers here a general plan for an outdoor rifle range and clubhouse. The suggestion is by courtesy of the National Rifle Association, and republished here by special permission of The American Rifleman, official publication of that body.

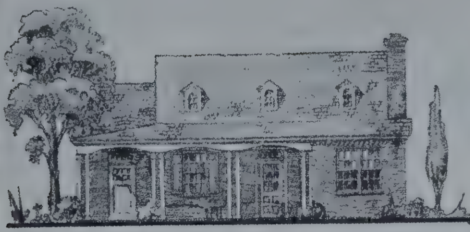
A building of this size is within the reach of every small club. Blueprints are available on both construction of the clubhouse and the folding furniture. The plans are designated as Outdoor Range Plans No. 1. They are sold to non-members at $1. Orders should be addressed to the association at 1600 Rhode Island Ave., Washington, D. C.

The building shown is a simplified ranch-house type which will fit nicely into the landscape in almost any region. Suggestions for Colonial and Spanish styles are shown on the small elevation sketches. The plan can also be executed in peeled logs, field stone, clapboard siding.

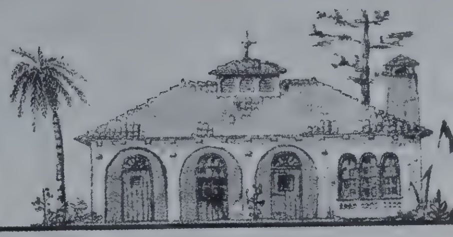
The plan—not intended to fit the needs of every club—provides a building that:

1. Gives space for small social gatherings and regular club meetings.
2. Permits the secretary a permanent office with proper filing and working space in which to conduct club business.
3. Provides storage space for the equipment required to handle Registered Tournaments.
4. May be quickly converted from a comfortable clubroom into an efficient Registered Tournament office—and vice versa, as circumstances require.

for an Outdoor Range Hous

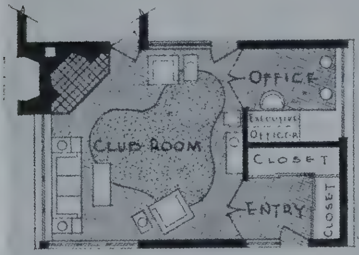


North Elevation
In a Colonial Style

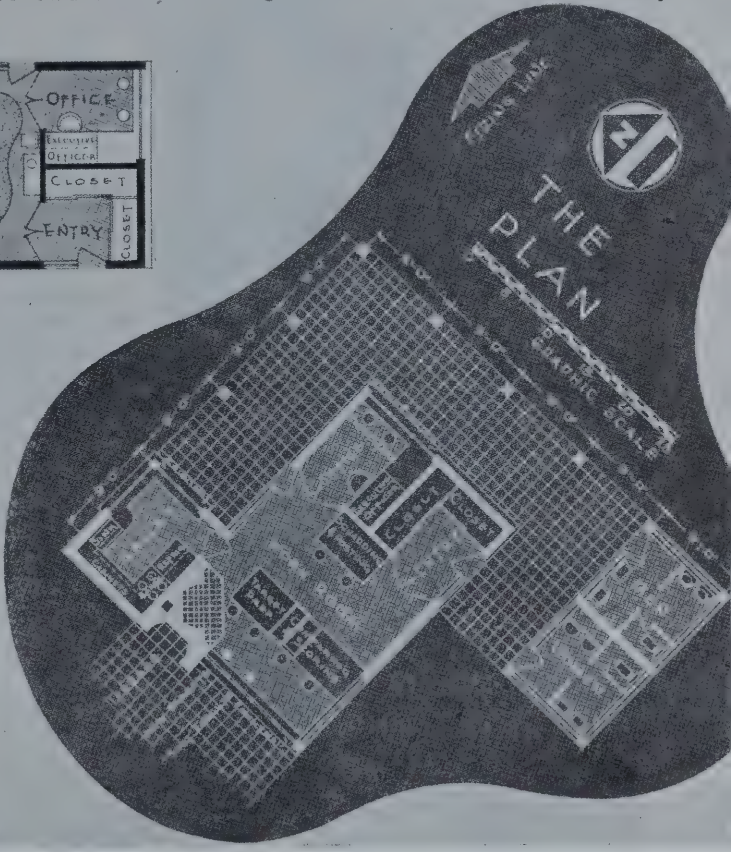


North Elevation
In a Spanish Style

The above sketches show two of the many possibilities of architectu style and material using basically the same plan.



The above plan indicates the adaptability of the layout: how the workroom is converted into a clubroom when matches are not being run. All of the office furniture is designed to fold compactly in order to be stored in the entry closets when not in use. Likewise, the clubroom furniture is to be stored in these same closets during registered tournaments.



5. Establishes a small kitchen or "galley" as a permanent part of the club.

6. Provides toilets and lavatories for men and women.

7. Is so designed that all these features can be integrated into a larger clubhouse as the club grows.

This building is recommended for small clubs having 15 to 25 targets normally in use and not more than 50 targets in use on Registered Tournament days. Its setup for normal clubhouse purposes is evident from the floor-plan sketches.

When the building is transformed into a Registered Tournament office, the collapsible furniture is set up and the lounge furniture pushed aside. Two windows at bank-counter height are located facing on the east porch for the taking of entries. These windows are in the office where the squadding is done.

Out in the large room the work space is set up as follows: At the smaller of the two tables near the west windows, new targets are marked with target and

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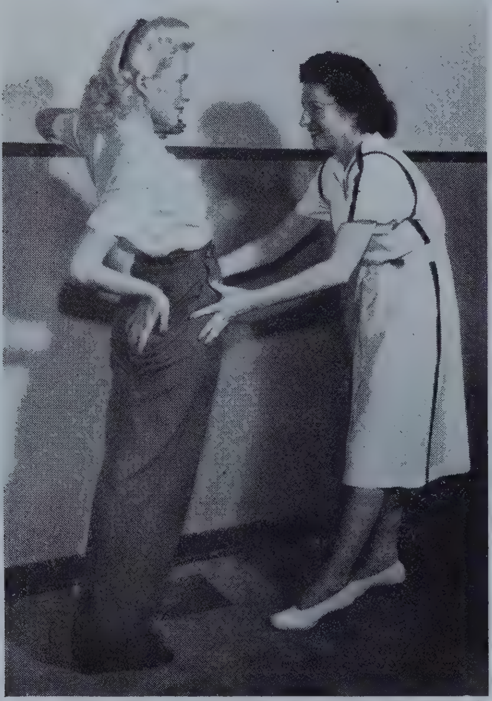
—A Sports World Digest

DYSMENORRHEA AMONG WOMEN IN INDUSTRY



By ESTELLE GILMAN
Physical Education Instructor for Women
North American Aviation Inc.

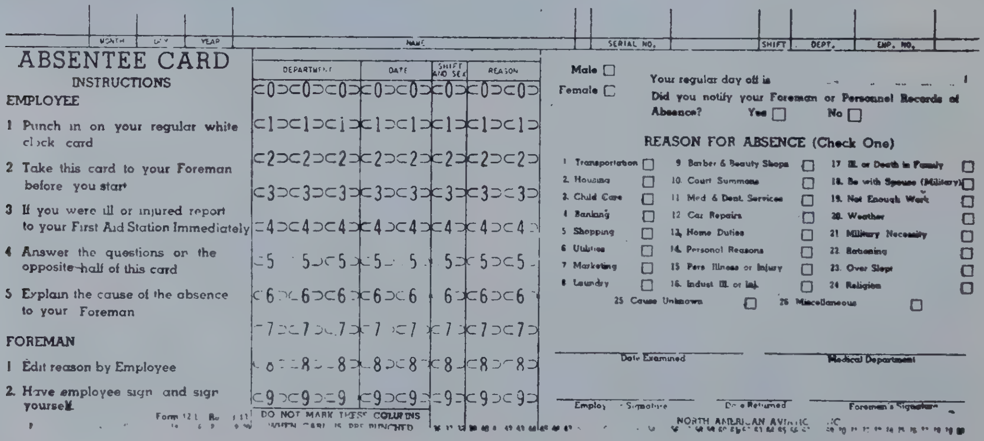
• WHILE EXTENSIVE EXPLORATION has been conducted into means of providing relief or cure for dysmenorrhea, one of the first large-scale and successful industrial applications of physical therapy to prevent absenteeism from this ailment has, I believe, occurred here at the North American Aviation, Inc., plant in Inglewood, Cal.

Dysmenorrhea, more simply stated, is the menstrual pains to which some women periodically are subject. It has taken an enormous toll in absenteeism at a time when women have been so urgently needed to carry their part of the burden of industrial production for war.

War plants with high percentages of female personnel have of course been most exposed to time loss from this cause and thus are most acutely aware of its presence. In the postwar period, dysmenorrhea will continue as a barrier to woman's industrial progress until it is conquered.

My objective interest in exploring ways to combat this ailment was first attracted

• TYPICAL OF THE FORM used by most large industrial firms, this card is filled-in by North American employes to indicate absence causes. When a woman's health is involved, the case is referred to Miss Gilman.



MONTH | DAY | YEAR | NAME | SERIAL NO. | SHIFT | DEPT. | EMP. NO.

ABSENTEE CARD
INSTRUCTIONS

EMPLOYEE

1 Punch in on your regular white clock card
2 Take this card to your Foreman before you start
3 If you were ill or injured report to your First Aid Station Immediately
4 Answer the questions on the opposite half of this card
5 Explain the cause of the absence to your Foreman

FOREMAN

1 Edit reason by Employee
2. Have employee sign and sign yourself

DEPARTMENT			DATE		SHIFT AND SEX	REASON	
0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9

DO NOT MARK THESE COLUMNS WHEN CARD IS PRE PUNCHED

Form 121 [illegible]

Male ☐
Female ☐

Your regular day off is ____________
Did you notify your Foreman or Personnel Records of Absence? Yes ☐ No ☐

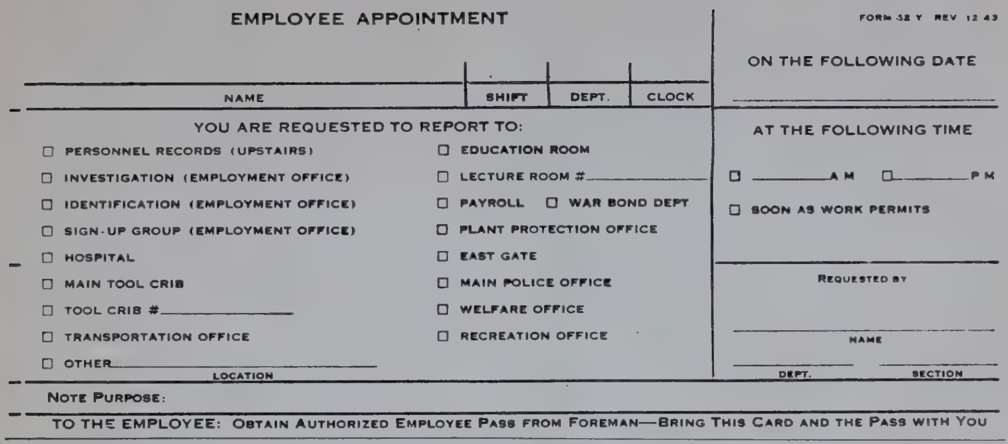
REASON FOR ABSENCE (Check One)

1 Transportation ☐
2. Housing ☐
3. Child Care ☐
4 Banking ☐
5 Shopping ☐
6 Utilities ☐
7 Marketing ☐
8 Laundry ☐
9 Barber & Beauty Shops ☐
10. Court Summons ☐
11 Med & Dent. Services ☐
12 Car Repairs ☐
13. Home Duties ☐
14. Personal Reasons ☐
15 Pers Illness or Injury ☐
16. Indust Ill. or Inj. ☐
17 Ill. or Death in Family ☐
18. Be with Spouse (Military) ☐
19. Not Enough Work ☐
20. Weather ☐
21 Military Necessity ☐
22. Rationing ☐
23. Over Slept ☐
24 Religion ☐
25 Cause Unknown ☐
26 Miscellaneous ☐

____________ Date Examined
____________ Medical Department

____________ Employee Signature
____________ Date Returned
____________ Foreman's Signature

NORTH AMERICAN AVIATION INC



EMPLOYEE APPOINTMENT

FORM 32 Y REV 12 43

NAME	SHIFT	DEPT.	CLOCK

ON THE FOLLOWING DATE

YOU ARE REQUESTED TO REPORT TO:

☐ PERSONNEL RECORDS (UPSTAIRS)
☐ INVESTIGATION (EMPLOYMENT OFFICE)
☐ IDENTIFICATION (EMPLOYMENT OFFICE)
☐ SIGN-UP GROUP (EMPLOYMENT OFFICE)
☐ HOSPITAL
☐ MAIN TOOL CRIB
☐ TOOL CRIB #
☐ TRANSPORTATION OFFICE
☐ OTHER
LOCATION

☐ EDUCATION ROOM
☐ LECTURE ROOM #
☐ PAYROLL ☐ WAR BOND DEPT
☐ PLANT PROTECTION OFFICE
☐ EAST GATE
☐ MAIN POLICE OFFICE
☐ WELFARE OFFICE
☐ RECREATION OFFICE

AT THE FOLLOWING TIME

☐ A M ☐ P M
☐ SOON AS WORK PERMITS

REQUESTED BY

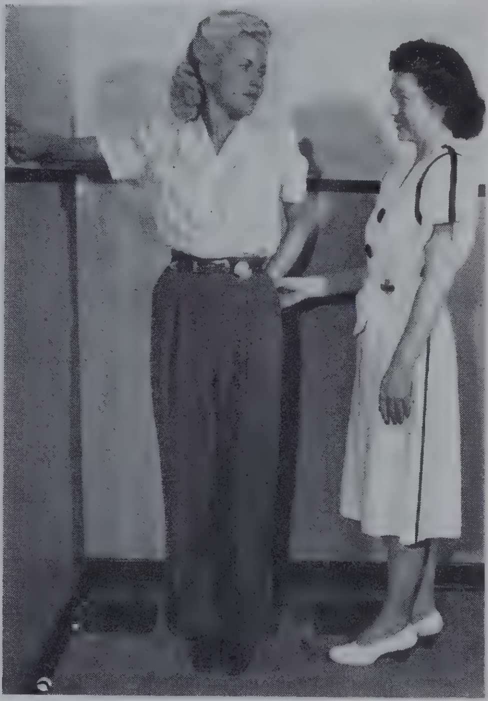
NAME

DEPT. SECTION

NOTE PURPOSE:

TO THE EMPLOYEE: OBTAIN AUTHORIZED EMPLOYEE PASS FROM FOREMAN—BRING THIS CARD AND THE PASS WITH YOU

• APPOINTMENT CARD used by Miss Gilman to summon female employes for examination, instruction and health checks.



when, as physical education instructor for women at North American, one of my responsibilities was that of investigating illnesses that created absences among female personnel.

To learn why an employe was absent, we asked her to fill out a card. Women naturally do not care to go into details in such matters. In cases of dysmenorrhea they in the main simply reported "personal illness." In subsequent personal interviews I discovered why.

Plants that do not maintain personal consultation service probably have not yet become acutely aware of this ailment as one of the principal causes of illness absences among women; and those that are aware of it may not yet know that a large percentage of cases will favorably respond or be completely cured under the influence of certain exercises which may be taken in the form of calisthenics or may be obtained in certain sports.

One of the early explorers in this field is Lieut. Comm. Harvey Billig, M. D., who is a member of the staff of the Harlen Shoemaker Clinic at 3671 W. Sixth St., Los Angeles. Our control of dysmenorrhea at North American has been through the basic application of exercises originated by Dr. Billig, with modifications suggested to us by continued exploration.

Our success has been remarkably high. We have not proceeded far enough, in terms of years and subjects, to offer specific percentages; but our cases have mounted into the thousands and the results are beyond question.

We have proved to our own satisfaction that dysmenorrhea in a great many cases is, within industrial-age limits, completely curable. This work has attracted attention in *Industrial Medicine, Industrial Nursing,* and the *American Journal of Nursing.*

As remarked, my first connection with North American was as physical education instructor for women. As the importance of dysmenorrhea in relation to absenteeism was exposed, and our treatment indicated to be worthwhile, I was assigned to work directly in this field.

During a period of 18 months I have interviewed 2,225 girls from our personnel who were absent because of dysmenorrhea. A percentage of these were organic cases which our plant physician did not recommend for the exercises. We prevailed upon a great many of the remainder to take the exercises, and of this group a very large proportion have claimed complete cures.

We have also attempted to aid girls who were suffering the pains, but not too greatly, to prevent their working. Contact with this group has been achieved through checking up on applicants appearing at our first-aid stations for aspirin or A. P. C. tablets.

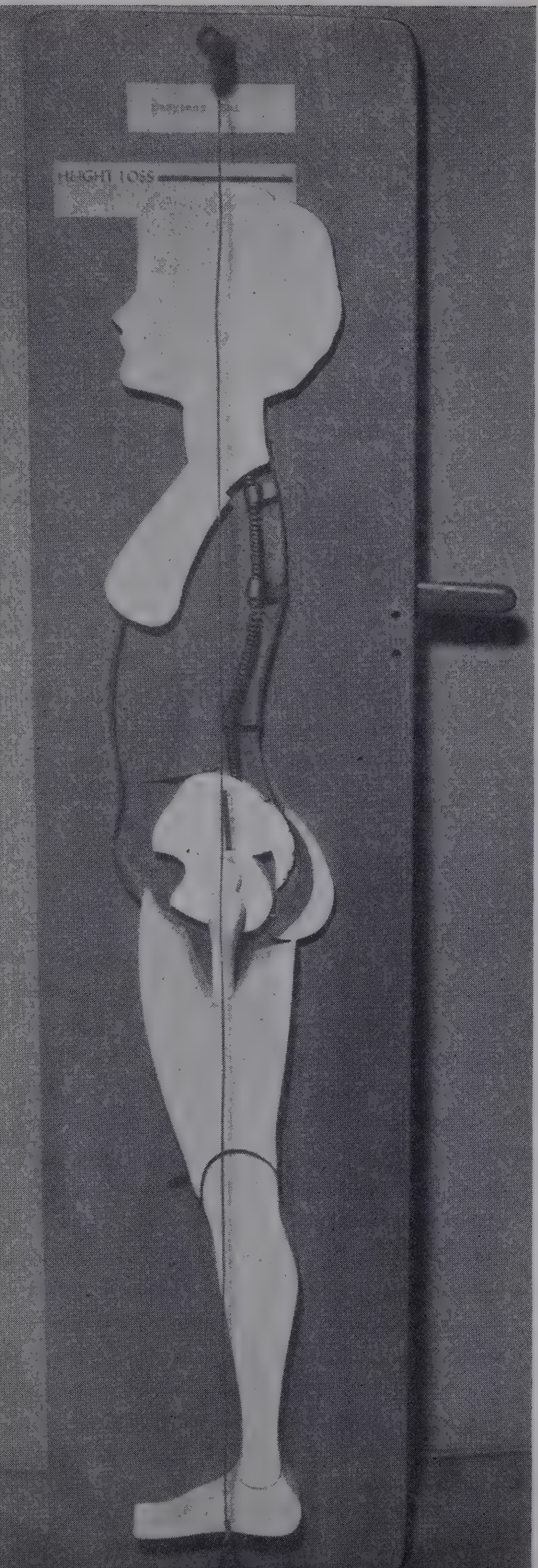
The complete series of exercises as recommended by Dr. Billig will be outlined in a second article. Here, my intent is to impress upon employers of women the importance of combatting dysmenorrhea and the fact that it industrially can be controlled.

The most difficult part of the task is to encourage the women to continue the exercises until a complete curt is obtained, if that is possible, by this method. Each patient is of course subjected to a complete medical examination before the exercises are recommended, and the course is offerd only upon the advice of our physician. It includes both simple exercises and instruction in correct posture at work.

One cause of dysmenorrhea apparently is incorrect working posture.

To graphically illustrate what happens physically to women who do not carry themselves properly, I have a posture model made by Bruce Payne of our Engineering Department. Mr. Payne, who lives at 10911 Peach Grove St., North Hollywood, Cal., once made these models as a business.

I believe "Swayback Sal," as I have named our demonstrator, cost us $17.50. Her limbs and back are movable, and as she assumes a stooped position her loss of height is graphically illustrated. Impingement pressure or of parts of the



• **"SWAYBACK SAL", an animated posture model used by Miss Gilman to illustrate body positions, is shown here in recommended upright position.**

body upon its organs, resulting from incorrect posture, also can be readily illustrated, in a lay manner, with this device.

Use of this model has "sold" many girls on taking the dysmenorrhea-exercises course,—and staying with it.

The time required for improvement varies with each individual, but rarely is it greater than two months. Several sports doubtless would provide these same exercises, and they would be more pleasant to follow. I shall leave exploration leading to their selection to Dr. Billig or an equally qualified source. The reader will understand that my qualifications do not extend to medicine.

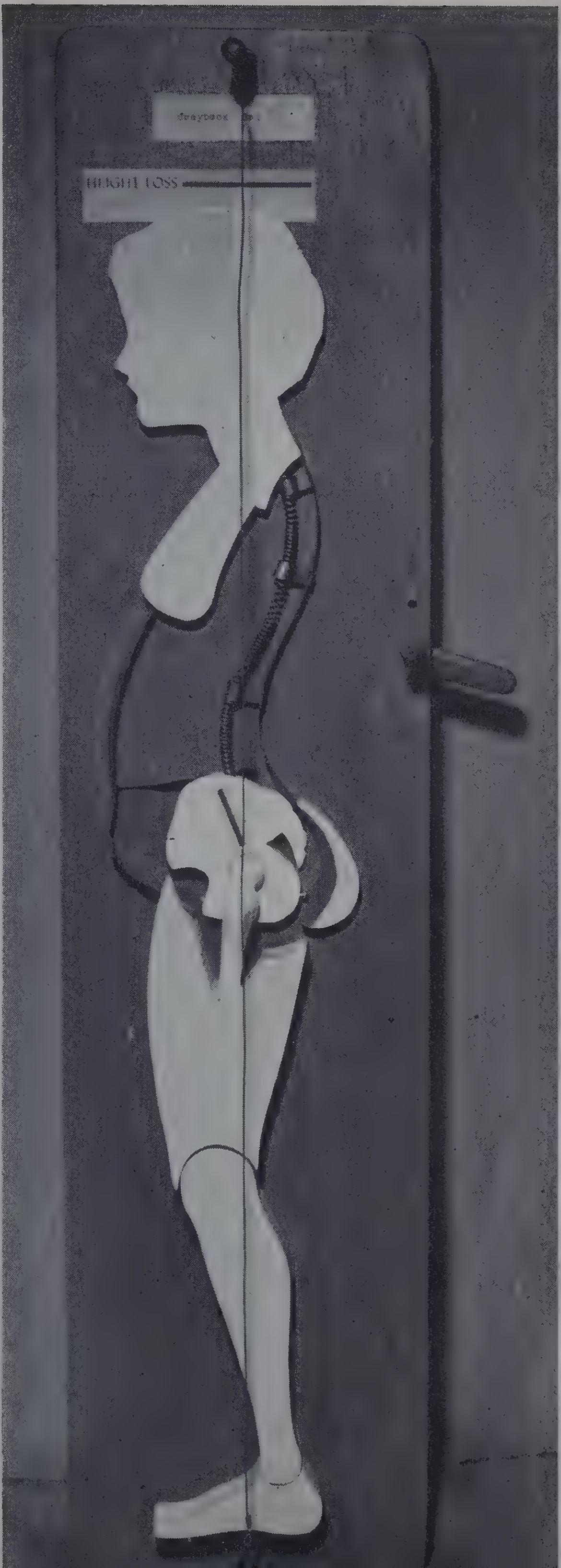
Dr. Billig incidentally is now on assignment from the Bureau of Medical Surgery, U. S. Navy, and is working in the Research Department at California Institute of Technology at Pasadena.

His work in the field of dysmenorrhea covers a period of many years. Some of his publications are "Back Pains and Neuritis," The American Journal of Clinical Medicine, 1941; "Dysmenorrhea: The Result of a Postural Defect," Archives of Surgery, Vol. 46, pps. 611-613, 1943, copyright by the American Medical Association, 535 N. Dearborn St., Chicago; "Menstrual Exercises," Industrial Medicine, Sept., 1943, by Dr. Billig, Dr. A. C. Dick of Consolidated Vultee Aircraft and Mrs. Helen Macy, chief nurse at that plant. Professional readers may be interested in those references.

Our close check upon dysmenorrhea among employes at North American has been aided greatly by the efficiency with which our Department of Absentee Control is operated. Dysmenorrhea cropped out early as a common personal-illness excuse, when we began our system of personal interviews of illness subjects. It was not until October, 1943, that we were prepared to offer a program for its correction.

This correction program is provided as a service of the company, without charge. For the first six months after its installation I found an average of 200 girls per

• *To Page 41, Please*



• HERE "SAL" is made to assume position of dropped shoulders and saggy knees. Note loss of height in this position as compared with that on opposite page.

—A Sports World Digest

Looking Postwarward, Westinghouse Opens

25-ACRE RECREATION PLANT AT TRANSFORMER DIVISION

• **MR. C. D. MOORE, Industrial Recreation Director of Westinghouse Electric & Mfg. Company, under whose direction an extensive new sports field is being completed for employes.**

By C. D. MOORE,
Manager Industrial Relations, Westinghouse Electric & Mfg. Co., Sharpsville, Pa.

• INDUSTRIAL RECREATION and social activities have long been recognized benefits in an industrial relations program. The Westinghouse Company has for many years, throughout the various divisions, sponsored and conducted recreational programs, these programs varying with the location and the number of employes.

Regular organized leagues of softball, baseball, tennis, golf, and bowling have been carried on for a number of years in most of the divisions. Our company recognizes these activities as a definite aid in promoting better industrial relations and employe health.

In the Transformer Division, located in Sharon, Pa., there has been since 1936 a complete program that is comprised of athletics and social affairs as well.

In most plants, the responsibility for organizing and guiding these activities rests with Management, but in our case it was felt that it would be better if the employes themselves were to conduct these affairs under the guidance of the Management.

Therefore, in 1936 the Sharon Westinghouse Employes' Social Committee was organized. No set rules were established to govern the actions of the Committee; they depend more upon equitable administration of one policy, which was to assist worthwhile social and athletic activities open to all employes.

The Committee does not finance or sponsor functions either social or athletic that involve only a few employes. The part of promoting an activity is left to groups of employes interested in that particular activity. If it shows promise, two or three of the appointed Committee are assigned to investigate and approve it. If approved, a yearly budget is prepared. All new activities and their budgets are reviewed by the general Committee before final approval.

Through the years since its origin, the Social Committee has sponsored and directed sports, athletics, dances, picnics, and numerous other forms of entertainment. Today we have under its direction the following activities: Golf, baseball, softball, basketball, girls' softball, girls' basketball, and tennis. Teams from these leagues, as well as being a part of the shop league, are entered in the industrial leagues in the community.

The Social Committee also sponsors many social affairs for the employes, such as dances, minstrels, mixed choruses, and an annual employes' picnic.

One of the social activities which is regarded as an outstanding event not only in our plant but in the community is a Christmas party given to the children of our employes. A large auditorium located in the main office building is turned over for the entire day to the children's Christmas party. The Social Committee erects a large Christmas tree completely decorated

• SOME OF THESE WESTINGHOUSE MEN ARE STAR ATHLETES: This group, of course, represents but one of hundreds of teams organized by the big company in a variety of sports, but in this and nearly every other team one or more ex-college stars will be found. That's because Westinghouse attracts literally thousands of graduating specialists every year to its research and production personnel. Few of them drop reenergizing sports when they go to work here.

and provides a Santa Claus who distributes gifts to each child as he arrives. An appropriate entertainment follows.

Last year 2200 children attended this party. In addition to the employes' sons and daughters, the Committee each year invites the children from the Mercer County Children's Home and the St. Paul's Orphans' Home to be their guests at the affair. Transportation is provided to and from the plant.

The war has brought about a new realization of the need for proper healthful recreational and social activities for employes who, because of the continuous, day-after-day high pressure production, are very much in need of relaxation.

Recognizing this need, our Management, through the Social Committee, has expanded these programs considerably. The large auditorium in the plant is used daily during lunch periods for the presentation of entertainments such as motion pictures and dances, music for the latter being provided by the plant orchestra. A music box has also been installed for the convenience of the employes, and each day at noon many of them gather in the auditorium to dance.

Management and the Social Committee have for some time felt the need of a recreation center of our own, and last year a plot of ground of approximately 25 acres, located handy to the plant and centrally located in the community, was purchased.

This project will include a modern baseball diamond, a softball diamond, tennis courts, horseshoe and quoits courts, and a complete picnic grove and playground for the children. Plans have also been laid for a large club house with sufficient space for parties, outdoorsmen's club meetings, and dances. There will also be a basketball floor and bowling alleys.

This entire project does, of course, involve considerable expense, and it is being borne by our company.

The recreational center, when completed, will be one of the outstanding projects of its kind. All athletic and social events will be scheduled and supervised by the Social Committee, while the actual responsibility for the property and grounds belongs to the Management through the Industrial Relations Department.

Resorts Alert to

Industrial Field's Outdoor Possibilities

• INDUSTRIAL RECREATION'S commercial possibilities of the "Let's get away from here and do some fishing" variety are already under consideration by the nation's more alert resort areas. Advertising campaigns aimed through newspapers at outdoors-seeking war workers are now beginning to appear.

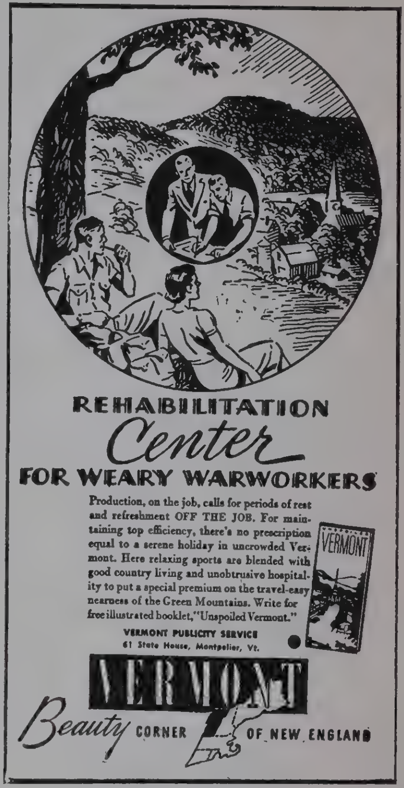
The copy reproduced herewith is typical of this new campaign. It is being run by the Vermont Publicity Service and currently appears in Eastern Seaboard newspapers.

The significance of this direct approach by the resorts to the industrial-working public is embraced in the change of potential-patron evaluations at which the resorts apparently have arrived. Prewar appeal was to the general public, but the emphasis was on the tired business man and office worker. And the resorts are not the only business group that now has a professional eye on the postwar patronage of savings-wealthy industrial personnel and its actively demonstrated mass interest in recreation.

This recognition, by fishing and hunting resorts, of the industrial fitness project suggests a commercially inspired but none the less important willingness to cooperate in this new movement and one that may be applied advantageously by industrial recreation leaders.

Such cooperation might on a practical basis extend to arrangements providing for group facilities at selected resorts, when travel and time can again be applied to this form of recreation, and thus an opportunity for plant fishing and hunting clubs to set up field branches at the resorts selected for special patronage. A definite movement in this direction was in progress when war began.

At the proper time AIM plans to install a resort bureau through which readers may make contact with recommended resorts for special industrial-plant arrangements. This bureau, it is planned, will offer information on rates, living facilities, transportation, and facilities for fishing, hunting and other sports which are available.



REHABILITATION

Center

FOR WEARY WARWORKERS

Production, on the job, calls for periods of rest and refreshment OFF THE JOB. For maintaining top efficiency, there's no prescription equal to a serene holiday in uncrowded Vermont. Here relaxing sports are blended with good country living and unobtrusive hospitality to put a special premium on the travel-easy nearness of the Green Mountains. Write for free illustrated booklet, "Unspoiled Vermont."

VERMONT PUBLICITY SERVICE
61 State House, Montpelier, Vt.

VERMONT

Beauty CORNER OF NEW ENGLAND

• TYPICAL OF THE RESORT-AREA attention being devoted to the industrial recreation field is this advertising copy by Vermont, which appears currently in Eastern Seaboard newspapers.

Recreation directors who are interested in this field of operations, and who have special problems on which they desire assistance before the AIM bureau is formally opened, will receive prompt attention by writing the magazine's editorial headquarters.

PARDON, PLEASE

• *AIM hastens to correct two errors which Miss Thyra D. Ellis informs us occurred in her article in our May issue: The School of Stenotypy which Miss Ellis operates is in Jacksonville, Fla. And Miss Ellis tells us that our information about her having taken up sports to offset the effects of childhood illness is quite contrary to fact. "I have been raised," she writes, "the physical-culture way since childhood and have won health contests since I was a baby. I was born with a very strong constitution and have never been ill a day in my life. . . . It has always been a precious boast of mine never to have known what illness is nor to have had a headache or any similar trouble. Strength and bubbling health have always been my main assets." AIM regrets the erroneous report of illness early in Miss Ellis' career.—The Editors.*

Here and There in SPORTS

INDUSTRIAL BASEBALL GROWING

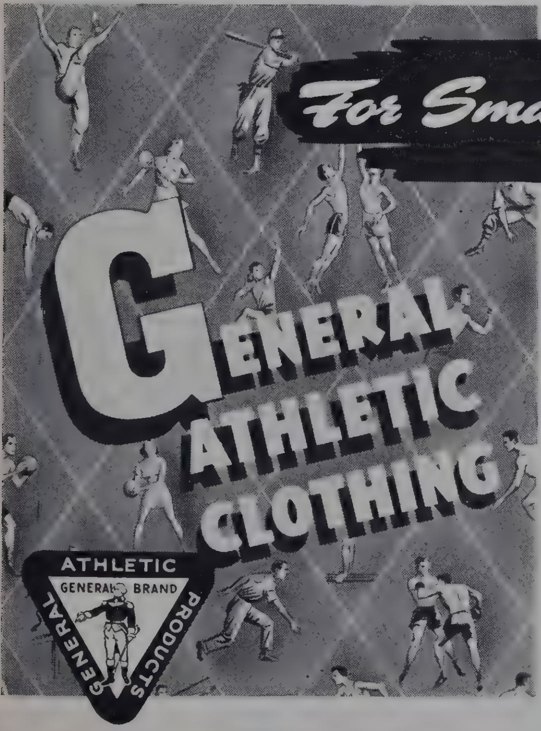
Industrially-sponsored baseball clubs are represented more in the 1945 series of sanctioned state tournaments than last year, the National Baseball Congress, Wichita, Kan., announced.

Among early entries were: Cessna Aircraft, Wichita, Kan., which finished in a tie for fourth place in the 1944 national ratings: Edrow Furnace, Kansas City, Mo.; General Cable, Perth Amboy, N. J., Wright Aeronautical, Paterson, N. J., and General Electric, Fort Wayne, Ind.

President Ray Dumont of NBC predicts that no less than 500 industrial clubs will be represented in the 48 state tournaments.

H. P. COWEN HEADS MacGREGOR GOLF

Reflecting the ambition of this firm to resume its position as a leading producer of golf equipment as soon as clearance of war commitments makes this possible, directors of MacGregor Golf Inc. have announced the election of Henry P. Cowen to the presidency of this firm. Mr. Cowen, who joined MacGregor in 1936, succeeds the late Clarence H. Rickey. He is a qual-



For Smarter Appearance
in every sport...

When victory comes more and more of your employees will be interested in your fitness program. "General" brand athletic clothing will give them what they want. Quality has been maintained. The styles are outstanding. And the fit? IT's Super. Ask your local sports goods dealer to show you clothing made by General.

The Best Dressed Players Wear

General

Athletic Clothing

The General Athletic Products Co., Greenville, Ohio

ified golf specialist, both in design and production of clubs.

MacGregor Golf Inc., owned by Sport Products Inc. of Cincinnati and Dayton, O., is a veteran golf-club firm. It originally was known as the Crawford, MacGregor & Candy Co. Since the outbreak of war it has been engaged in the production of military supplies.

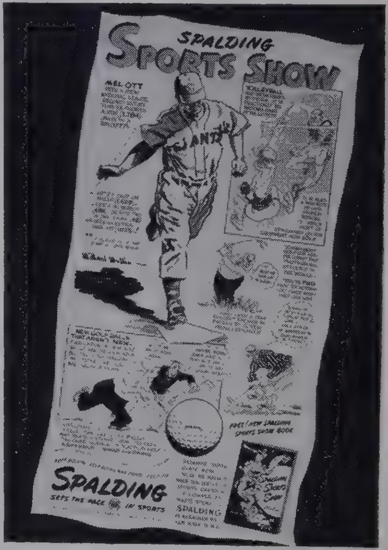
HEDDON PREPARING TO AID INDUSTRIAL FISHING CLUBS

• INDUSTRIAL FITNESS directors who are seeking assistance in the inclusion of fishing activities in their programs will soon be able to call upon most any of the leading tackle producers for this aid. In normal times these plants maintain corps of specialists who are available to large groups for demonstrations and instruction, and most of the plants are now moving in the direction of reinstating this assistance as soon as possible.

• LOU S. CAINE, author of popular books on fish and fishing, whose services as consultant to industrial recreation directors in installing fishing activities are expected to soon be available.

The most recent announcement of this nature comes from James Heddon's Sons at Dowagiac, Mich., where Lou S. Caine, nationally-known angling expert and author of books and articles on fishing, has been appointed director of publicity and research. Mr. Caine advises AIM that while pressure of other duties currently prevent his offering personal assistance to industrial plants in the organization of fishing clubs, he hopes and expects to provide this service from Heddon in the near future.

The availability of this authority will constitute an important aid in the development of industrial club fishing activities. Mr. Caine's career in the sport covers more than a quarter of a century of fishing for all species of gamefish, from Hudson Bay to Key West and the West Indies. He is the holder of three official world's records which are recognized by the International Game Fish Association.


SPALDING
SPORTS SHOW
MEL OTT
FREE! NEW SPALDING SPORTS SHOW BOOK
SPALDING
SETS THE PACE IN SPORTS

• Probably every industrial recreation director has seen the current Spalding series of advertisements called The Sports Show and incorporating little-known facts about sports which are presented in cartoons by Willard Mullin.

The 1945 series, which began in May, will later be organized in book form for free presentation to the public. The books will be interesting additions to industrial plant recreation libraries. Requests submitted now to A. G. Spalding & Bros., 19 Beekman St., New York, will get priority when the Sport Show Books for 1945 are ready.

DYSMENORRHEA CONTROL

• *From Page 35*

month who needed and accepted instructions.

There were no antecedent figures with which a comparison for prevalence of the ailment could be made or of how well we were succeeding with reducing absenteeism from this cause. But I can now check our progress by this method:

The girls who have received instruction rarely show up as recurring absentees from this cause. They are at work.

With 17 million women engaged in various types of war work, any progress that can be made on a broad scale toward combatting this absentee cause will be well worth the effect it requires.

Editor's Note: A second article by Miss Gilman, outlining the Billig series of exercises recommended for Dysmenorrhea, will appear in an early issue. Professional readers meantime are referred to the references offered in the foregoing text.

OUTDOOR RANGE-HOUSE

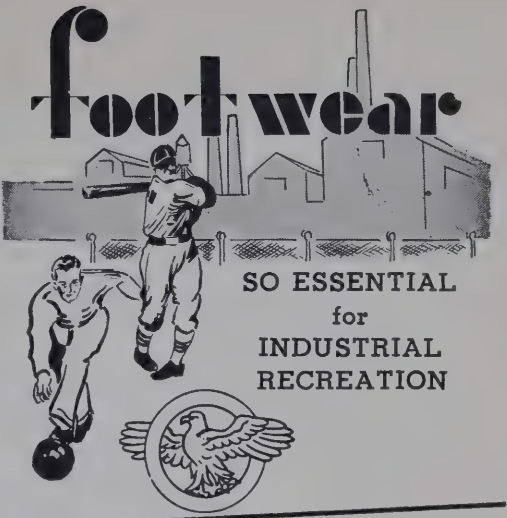
• *From Page 31*

competitors' numbers and placed on the window counter. They are picked up from there by the target runners and taken to the firing line. After firing, they are brought back to the adjacent window where they are picked up by the "comparer."

The comparing is done on a specially designed table with a glass "window" brightly lighted by fluorescent tubes. The targets then pass to the scorers at the next table. Having been scored, the targets for each relay are taken to the posting table for preparation of bulletins and other statistical work. The targets are then filed for quick reference in case of challenges.

The work space is laid out so that none of the statistical personnel works facing outside light. There is ample space along the porch walls for the posting of bulletins. The tables and windows at which the target runners work are located on the west side so as to be more or less secluded from the shooters lounging area.

The refreshment galley is placed so that it is convenient for serving refreshments even when the clubroom is being used as



ANOTHER REASON *Why*
MANAGEMENT WILL RETAIN
THESE PROGRAMS!

250,000 European soldiers will be coming home with honorable discharges for a well-earned return to civilian life and employment. From the battles of Tunisia, Salerno, Cassino and Normandy will come men skilled in war for rehabilitation in industry.

As we plan an even finer and more complete line of footwear so essential to industrial sports, so you of Management, your Personnel Directors, your Labor Management Committees and your organized Athletic Teams will be planning the programs that will help to adjust these men to new surroundings and new livelihood.

Hyde welcomes the opportunity of helping you plan these activities for tomorrow's scheme of better production. Right now, our production facilities must be geared to combat boots for our foot soldiers when they invade Tokyo.

HYDE

HYDE ATHLETIC SHOE COMPANY
CAMBRIDGE, MASSACHUSETTS

WHERE TO GET

Equipment

That's frequently a tough question these days. But AIM, through its various offices which are in constant contact with sources of supply, will be more than happy to undertake, in a personalized way, the procurement of equipment for its readers, where such equipment, either on the open market or through priorities, is available.

This readers' service is offered without charge. To use it, write to AIM's nearest office, indicating the type and quantity of equipment needed, and whether your factory is engaged in war production. If priorities are required, an opinion on whether they are merited, and procedure for procurement will be obtained. Otherwise the request will be filed with a supply source most readily prepared, from the standpoint of stocks and location, to fill it.

USE
AIM'S SUPPLY
SERVICE

AIM
—a Sports
WORLD DIGEST
FOR AMERICAN INDUSTRIAL MANPOWER

THE MAGAZINE OF AMERICAN
INDUSTRIAL MANPOWER

30 N. LaSalle St.,
Chicago 2, Ill.

366 Madison Ave.,
New York 17, N. Y.

Jacobs Press,
Clinton, S. C.

a statistical office. Competitors are kept out of the building during competitions. Porches are provided for the shooters lounging between matches, and for guests.

BANQUET OF CHAMPIONS

• *From Page 29*

the sports headlines of all newspapers in the region.

The banquet provides also an inspiring windup for one sports season and the launching of another.

In the recent banquet, for example, Mr. Farkas provided due attention to the football, basketball and other sports seasons then closing, but highlighted starting spring-summer sports by bringing celebrities from those fields. These guests represented just about every sport on the calendar, from baseball to fishing and from boxing to tennis.

Plant personnel looks forward to these affairs from year to year. Few sports participants, regardless of their rank, have an opportunity to fraternize with so many celebrities at one time.

HOW TO START A PROGRAM

• *From Page 27*

Next, I secured from management a rather limited fund to carry on the fall and winter program. At the first meeting I gave my views on recreation to the council. I suggested that we enter into a number of events. I suggested further that the recreation program should include activities for all ages, races, shifts and groups. I suggested that we pitch the whole program on a higher plane and appeal to the better element in all of us rather than stage one drunken party brawl after another. Later, you'll understand why.

I finally proposed that we hold a Halloween ball with a contest throughout the plant to select a Standard Steel harvest queen and two maids-of-honor.

I suggested the ball because we needed more funds to carry on a proper program. I wanted, too, to inaugurate traditions. That's important. Elections of this kind are traditional collegiate practices, and some of those practices lend themselves to industrial application. I would like to see as much of the friendship college traditions transplanted into a plant as is practical, for I have found that if you want to get something done you can do it better by being on friendly relations with the man with whom you deal.

For the Halloween ball, each council member was permitted to select a candidate for harvest queen; and—a financial consideration—we made the election of the queen depend upon ballots written on the stubs of tickets to the ball.

We gave each council member, and the candidate he supported, tickets to sell. Each candidate also was permitted to distribute whatever literature she cared to—which inspired their preparing sample ballots and literature with their pictures and names on them.

Clever drawings appealing for votes for this or that candidate soon were plastered all over the plant. In fact, there was so much such campaigning that I was called to task for it. The rivalry was intense—the balloting was spirited—and we didn't tell the queen and her two maids-of-honor that they were elected until a half hour before the coronation, held at a swank club in St. Louis. They all showed up and they all looked beautiful and the balloting at a dollar per admission ticket looked beautiful, too.

The candidates for queen were impressively introduced by a master of ceremonies in little rhymes against a background of soft music. Each candidate was escorted to the throne individually and all attention was focused on her. It was a thrilling moment for the girls.

The plant general manager placed the crown on the queen's head and we gave her a lovely bouquet. And the poor girl couldn't stand the stress. She broke down and cried.

If you will permit me to boast a little, it was one of the finest social affairs I have ever attended. During the evening we had our own version of Hells-a-Poppin'. We auctioned—for more funds—a Wilkie and Roosevelt button. Then we gave it to a girl who was paid a dollar for drinking a small bottle of castor-oil, which turned out to be corn syrup. Screwy, of course. But good clean fun.

The events were timed from 10 o'clock to 10:30 in the evening. The swift pace of the program interrupted the drinking so that no one went pie-eyed. And when you can achieve that in a steel group, you've done something.

If you gave a social function of any kind in our city, Madison, Ill., and announced that there would be no liquor, you wouldn't have any attendance. So to be practical, we devise ways to interrupt the drinking. We stage something mid-way in the evening to take the attention of the audience away from imbibing. This reduces "incidents" to practically zero.

In doing that, we're practical. And we're rather proud of the fact that our Welfare & Recreation Council affairs are invariably well-conducted—while one which was staged by management didn't turn out nearly so decorous. This is just one bit of evidence that any recreational function needs experienced attention. For

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there is much more to giving a really successful party or dance than hiring an orchestra and renting a hall.

Shortly thereafter the personnel director asked me to make arrangements for showing a war movie. The only date I could get was Sunday morning, and I had so much trouble securing clearance with labor, and other details, that I concluded there must be an easier way. Upon investigation I found that you may buy a complete sound motion-picture outfit for only $450. It didn't take much mathematics to tell me that we could have our own films in the plant every week and completely pay for our equipment in a few weeks at the rate we were paying for outside exhibitions.

Therefore I gave members of top management the figures and persuaded them to show films during lunch periods. I had our plant maintenance department build a shadow-box to permit showing films in daylight. Now we offer a combination of subjects consisting of 10- or 20-minute shorts to make a half-hour program. Usually we have one war film, one cartoon, and a special film showing name bands, sporting events or news events.

One of the things which can be used to build up a program—and which we do not possess—is a public-address system. At the Emerson Company during lunch-hours we played music for the employes and announced the news and events planned in our recreation activities.

I also recommend rest periods at approximately 10:30 and 3:30, with 10-minute intervals of recorded music played throughout the plant. Insurance safety records show that 25% of all accidents occur during fatigue periods. It has also been proved that music of a stimulating nature, played for short intervals, definitely tends to reduce accident ratio, because the music breathes new life into tired nerves.

In December we published the first edition of "Axle Grease," our bi-weekly plant newspaper. Reporters in each department were obtained through cooperation of department heads. Nine-tenths of all copy in "Axle Grease" is written by the volunteer reporters. We find that when a department is omitted from an issue the employes in that department squawk to us about it. We explain that omission as their reporter's fault. After that we get copy.

"Axle Grease" has done much to help the whole recreation program. Its title illustrates the importance of listening to suggestions. While driving home with my ride-sharers, I mentioned that we were to have a plant newspaper. One of the girls in the car said: "What are you going to call it, 'Axle Grease?' " That brought a laugh because we manufacture axles and gears for heavy duty trucks. But it solved our title problem.

I have mentioned that we embrace all the popular sports including representative teams for men and girls in basketball, and a soccer team. The cost is less than $3 a year per employe for the entire program. And every activity is popular. It should be: The employes selected it.

Management should never thrust a program upon the employes. There should be a definite wish on the part of the employes before each activity is undertaken.

That, for example, is how our soccer team started. I had no idea of sponsoring a soccer team until approached on the subject. But this team has brought a real community spirit to our plant. It is *our* team. Thousands of fans follow it. In fact, the first question Monday morning—by those who didn't attend Sunday's game—is, "How did our soccer team come out?" And that is another example of college practices and traditions being applied successfully to weld a community feeling throughout an industrial personnel.

We have a bulletin board at the plant entrance. This board is devoted exclusively to recreation announcements.

We are firm believers in the value of pictures and we take a lot of them. The pictures are shown in our plant newspaper and on the bulletin board. We give 8″ x 11″ photos to participants in our activities. Everyone likes a picture of himself—in action.

We also furnish the managers of our athletic teams with jackets and sweaters. We feel that anyone who takes time to manage an athletic team should be accorded recognition equal to that of the athletes he supervises.

We will soon inaugurate an annual sports banquet at which letters will be awarded members of our various teams, —and the champs will also receive jackets. That cost will be borne by the Welfare & Recreation Association.

For financing, management gives us a sum of money based on an estimated budget for a 6-month period. This budget includes only the cost of sports equipment, referees, umpires, rental of gyms and related items. All social activities are self-sustaining, as the association usually makes money on them.

In this association we have formed four councils. There are day and night shift white recreation councils, and day and night shift councils for colored. Each, of course, sponsors its own shift and race affairs.

The day councils, which were first organized, advanced money to the other councils for them to begin their activities. The other councils are now on a self-sustaining basis and indeed have their own treasury. We believe eventually they will all be self-financing insofar as social activities are concerned.

This summer we begin intra-plant competition, on a basis comparable with

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Synonymous with modern beauty, *EDERER'S INVINCIBLE SPORTS NETS ARE MOST POPULAR.* Because of their exacting manufacture and advanced features to assure long, durable wear under most strenuous use.

INVINCIBLE NETS are found on the recreational fields and in the gymnasium of many firms participating in the physical fitness program.

The demand is great and our choice would be to supply this need, but, due to present restrictions, our supply of *INVINCIBLE SPORTS NETS* has been diverted to Army needs only, and when all restrictions are lifted, we will be happy to meet the demand and render the service on which our reputation has been built.

YOUR DEALER WILL SERVE YOU

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Home Office: 540 Orleans St. Chicago, Ill.

intra-mural competition in school. I do not believe that either the intra-plant or representative team is a *better* form of activity. I feel that both are essential.

In general attitude I believe the recreation leader should recognize that others have just as good ideas as he, and whenever a question arises whereon the council is opposed to his idea he should go along with his council. Never forget that it is *their* program for *their* benefit.

Important in planning is to think ahead at least three months. Order equipment that far ahead. The market is bare and those who purchase at the last minute will either be denied equipment entirely or receive a very inferior grade.

And don't attempt more than you can do. Get going gradually—and thoughtfully. Take nothing for granted. Make a point of following through personally to see that details are concluded.

After the program is rolling, your function will be one of assistance more than acute direction. You will soon find that your councils want to take care of things themselves. You will find that when the work is broken down, the members of your councils have far more ideas on any given subject than you do, and you will be amazed at how clever they are.

Keep management's wishes in mind when you embark on a program. Check to see whether your planning agrees with management's plans. And keep "listening." One of the best ideas we have used in our program came in when a 17-year-old typist asked me why we didn't have cheer-leaders for plant basketball games. She was just out of high-school and she didn't know that cheer-leaders in industrial sports were unheard of.

I immediately ordered three white sweaters with the Standard Steel lettering on them. The following week we introduced cheer-leaders into industrial sports and it went over with a bang.

What are the direct benefits to management? Well, we have records of cases in which employes have remained with our company, other factors being equal, because they were participating in our recreation program. We have no strikes, no serious troubles. A friendly, efficient working atmosphere prevails. Our participating employes are healthier. Our management now knows that recreation is practical and that it helps the black side of the ledger.

I am definitely sold on the tremendous value of industrial recreation. I know it helps production. I know it helps cut down absenteeism.

That investment is the ounce of prevention that eliminates the pound of needless troubles between management and personnel.

I believe that any company that seriously is interested in its own progress will eventually have a good recreation program. For it will learn in the long run that its concern for employes is bread cast on the waters of good industrial relations, which will yield a hundredfold in employe welfare and in company profits.

SERVICE-TRAINED

• *From Page 22*

ed at all recruit training centers. Recreation buildings and hostess houses are standard equipment. Play fields, courts, and diamonds have been built which are unsurpassed anywhere. The best of all types of athletic and recreation material has been provided.

No matter how excellent the equipment, however, a program is only as good as those who are responsible for its establishment and administration. Early in its training program, the Navy recruited several thousand outstanding athletes and professionally trained physical education teachers and coaches to administer its physical training, athletic, and recreation

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activities. They became Specialists (A) and physical training and welfare and recreation officers and have done excellent jobs, both at home and abroad, because physical fitness and recreation also accompany bluejackets when they go to sea or are assigned to advance bases.

One of the problems In forward areas has been the provision of athletic and other recreational activities for officers and enlisted personnel while they are off duty and during rest and recuperation periods. When ships put in to port in forward areas athletics and other forms of recreation are uppermost in the interests of men coming ashore.

The Navy has made excellent provisions for those activities at advance bases. It also is important to realize that men, whose civilian professional training has been in athletics, physical training, and recreation, have been assigned the administration and supervision of these programs abroad as well as in continental United States.

AIM Is At Your Service

All of that discussion leads to the purpose of this article. When the war comes to a close there will be outstanding officers and men who have had previous civilian professional training, coupled with three or four years of naval experience, who should be top-notchers for industrial and community recreation positions. They must have had what it takes to conduct physical training and recreation jobs in the services.

AIM will have access to the names and civilian and service records of a number of the most outstanding men and women in this field and is anxious to serve the cause of industrial and community recreation in every way possible. It is obvious that organizations will be benefitting themselves by making use of this opportunity and, at the same time, giving a returned veteran the break that he deserves.

No special favors are asked. The opportunity will be provided for "those who want something" to contact outstanding leaders in the general field of recreation "who have something to offer". The benefits should be mutual and industrial and community physical fitness will be better staffed.

—*A Sports World Digest*

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CLASSIFIED ADVERTISING

For your convenience, in buying, selling or exchanging goods or services, use AIM Classified Wants Section . . . read by more than 10,000 physical fitness enthusiasts . . . recreation directors, personnel managers, purchasing agents, executives, heads of departments, athletic coaches, officers and members of employe and athletic clubs in plants and communities throughout the nation. Rates are reasonable, $1.00 per line. Mail your advertisement with remittance to AIM Classified Wants, Clinton, South Carolina.

RECREATION DIRECTOR: Wanted for work in small industrial center. Modest starting salary but an interesting challenge and sound opportunity. Midwest. Box 22, AIM Magazine, 343 S. Dearborn, Chicago, 4, Ill.

RECREATION DIRECTOR WANTED: Assistant to take charge of program for juveniles in large cotton-manufacturing community. Man or woman with experience, ability and enthusiasm. Location in South. Box 23, AIM Magazine, 343 S. Dearborn, Chicago, 4, Ill.

RECREATION DIRECTOR: Needed for industrial plant maintaining homes and elaborate recreation facilities for employes. Personnel approximately 70% women. Interesting work and community. Experience essential. Box 24, AIM Magazine, Chicago, 4, Ill.

ASSISTANT RECREATION DIRECTOR: Prefer young man or woman with education or experience in this work. Good opportunity with old established industrial firm. Box 25, AIM Magazine, Chicago, 4, Ill.

AVAILABLE: Industrial recreation director with broad background of work in large plant. Now employed. Will consider offers above $5000. Location not important. Box 26, AIM Magazine, Chicago, 4, Ill.

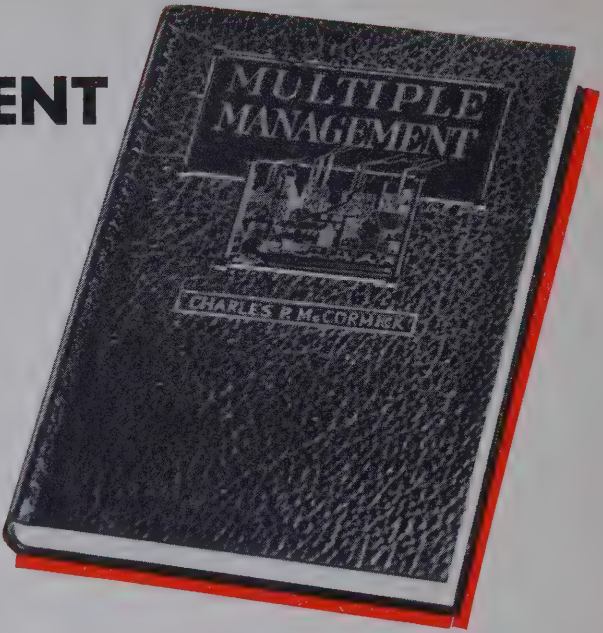
AVAILABLE: Industrial recreation and personnel relations director, now in impermanent war industry, seeks more substantial connection. Broad experience. Age 42. Require $4000 per year. Box 27, Chicago, 4, Ill.

"Bringing the spirit of sports to the world of business"

MULTIPLE MANAGEMENT

by

CHARLES P. McCORMICK



THE SAME SPIRIT of team-play that wins games on the diamond and gridiron can be generated in any business . . . that's the theme of this remarkable book by the president of a nationally known firm which has operated with outstanding success for thirteen years under Multiple Management. Not an impractical experiment . . . not just another "incentive plan" or "suggestion system" . . . Multiple Management has brought new vigor and new opportunities to hundreds of businesses throughout the world. Regardless of how successfully your business is operating today, we guarantee that you cannot put down this book without a new insight into the employer-employe relationships of the future. Handsomely bound, English or Spanish.

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Index to Advertisers Appears on Preceding Page

"SPIT and POLISH JOB"

Several months ago we told in this space the story of Major Hugh Johnston, killed in action last December while on his way to keep "an engagement in Berlin". We predicted that this engagement would be kept by his buddies . . . a prediction that has come true with the stationing of the topflight 82nd Airborne Division in the German capitol. McCormick members of this great division are Lt. Col. Alfred W. Ireland and Staff Sgt. Melvin Myers, pictured at the right, and whose letter of June 12 we quote in part here:

"Last Saturday we were told by our Division Commander what is going to happen to our outfit. Well, we are going to Berlin. Our division was selected along with one crack British division and one crack Russian division . . . so you can see that it will be a spit and polish job.

"This is the same division that Lt. Col. Al Ireland is with . . . he took over the 3rd Battalion in Normandy the same day I got wounded and missed seeing him by about an hour.

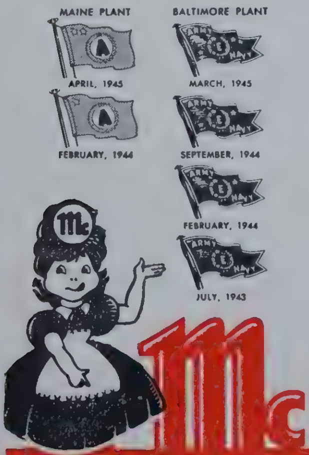
"I suppose some of our boys will be returning to their old jobs and settling down to civilian life again. I know how proud you must feel to have them back and how proud they must be to return to a company that has done so much to see that their future will be happier and brighter*. I'm just hoping and praying for the day when I can return and take my place among a grand bunch of people.

"My regards to all and thanks a million for everything."

Sincerely,

MEL

**Seeing that their future is happier and brighter is our "spit and polish" assignment . . . a small repayment to the men without whose sacrifices there might have been no future for any of us.*



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For 33 years Lowe & Campbell specialists have served the sports-outfitting needs of Schools and Colleges throughout the country.

Their services are also available at

all times to Industrial Sports Directors

THE INDUSTRIAL RECREATION DIRECTOR'S function is primarily that of executive management. His time is too valuable to be absorbed by the innumerable details of equipping the various teams under his direction.

The college coach is in much the same position. Thus he has come to recognize the services of a team-outfitting specialist as far exceeding the simple role of a salesman of equipment.

Lowe & Campbell's wide following among sports coaches has been built upon alertness to their obligation of service. A Lowe & Campbell Representative is available to your organization at any time. Whether your problem is one of outfitting teams or expert counsel on any organizational phase of sports, call on

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A SPORTS WORLD DIGEST

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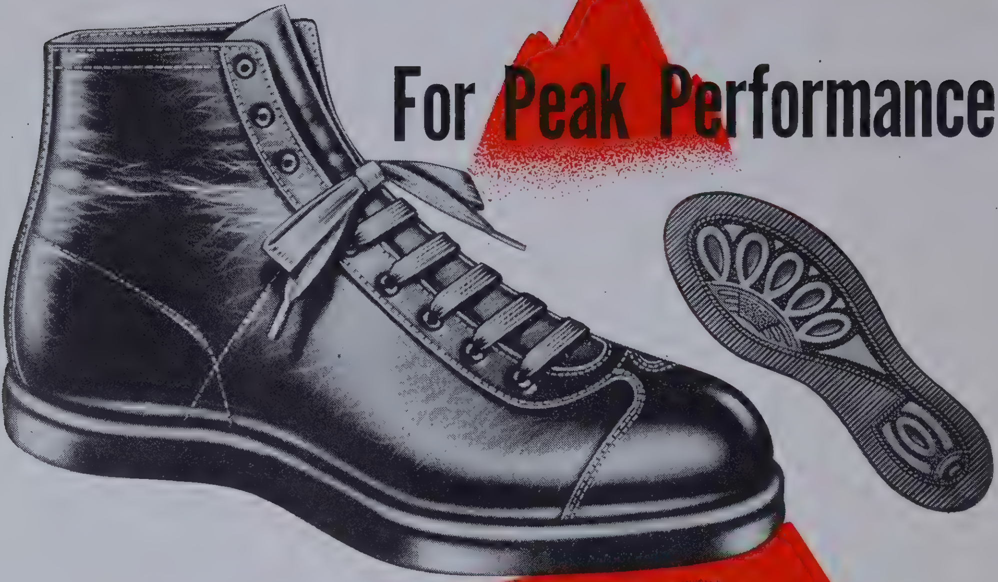
October 1945

AIM

for American Industrial Manpower

Industry Gets The
FLYING-CLUB Urge

See Page 26



For Peak Performance

MacGregor GoldSmith

SPORTS EQUIPMENT

For peak performance in basketball, this new MacGregor-Goldsmith basketball shoe with leather top and sure-grip rubber sole, is the answer.

Right now, rubber is scarce, leather is hard to get, and MacGregor-Goldsmith Sports Equipment is still going to the Armed Forces. We hope the time is coming soon when these new basketball shoes as well as many other new MacGregor-Goldsmith items will again be in full production for civilian use.

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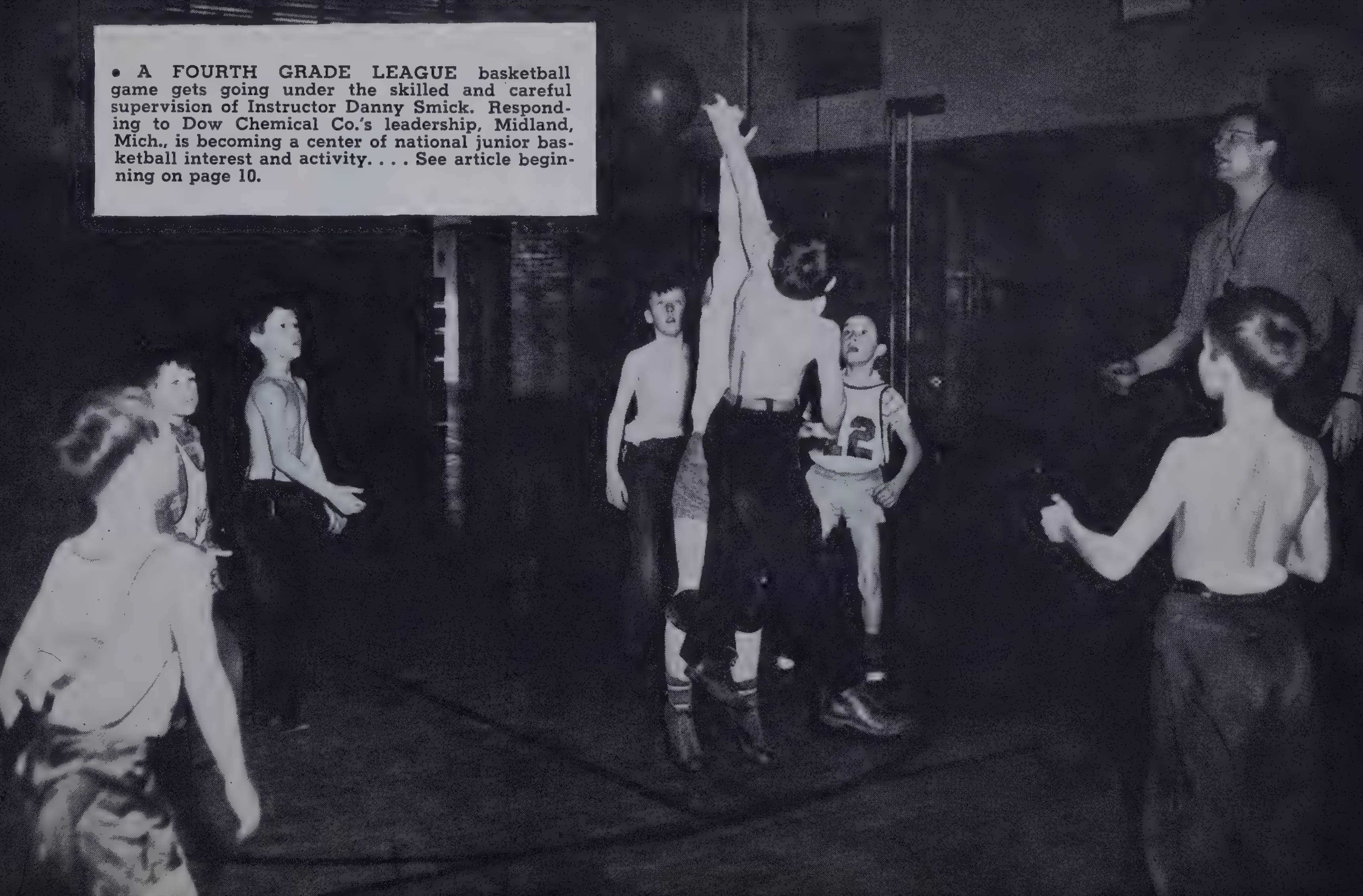

• **A FOURTH GRADE LEAGUE** basketball game gets going under the skilled and careful supervision of Instructor Danny Smick. Responding to Dow Chemical Co.'s leadership, Midland, Mich., is becoming a center of national junior basketball interest and activity. . . . See article beginning on page 10.

–Now That Peace Has Come..

FULL SPEED AHEAD WITH DUBOW'S POST WAR PLAN!

. . . BUT UNCLE SAM has different ideas and probably the right ideas. Our boys are still in the Army, Navy and Air Corps; and, are spread all over the world. They have much time on their hands and naturally being away from home, and Thank God, not having combat duties, they must have some relaxation—and what is better relaxation than Sports. So—until the Army is disbanded, and according to reports, about 80% will be released in the next ten months, Uncle Sam still takes the greatest portion of our Sporting Goods Department. Thus, we hope to increase our civilian production considerably in the near future.

However, in the meantime, we will do everything possible to take care of some of your needs this season for DUBOW Basketballs, Footballs, Volley Balls, Baseball Gloves and Mitts, Striking Bags, Golf Clubs and other DUBOW Sport Equipment.

J.A.DUBOW MFG. CO.
1907-13 MILWAUKEE AVE. CHICAGO, ILL.

The Penalties of

America paid in lives, suffering and treasure for its failure to be better prepared physically for World War II.

Early Selective Service statistics showed that a million out of the first two million men examined were rejected for military service because of physical and mental defects.

Later statistics show that between 1,800,000 and 2,000,000 registrants failed to qualify because of nervous and mental unfitness and another 2,500,000 because of physical defects.

Of the men accepted for service, both the Army and Navy soon found that only 5 to 10 per cent met their full requirements of physical fitness.

The Price We Paid

FIRST: Because of failure to institute adequate programs of physical training in our schools, homes and industries it is safe to assume that many fathers of families had to be drafted to make up for the deficiencies among unmarried men.

SECOND: The discovery that only 5 to 10 per cent of the men accepted were up to Army and Navy standards for combat duty, required the Armed Services to embark on an extended emergency program of basic training to get the rest into condition for combat training. This materially slowed up their active participation in the war, and gave our enemies just that much further time to consolidate positions which had later to be retaken at extra cost of American lives.

THIRD: Due to the dire character of our emergency, sufficient time could not be given to get all draftees fully physically fit before their departure for overseas action. Loss of life consequently occurred from fatigue and lack of endurance, etc., which would have been in many cases unnecessary had all our fighting men built up the strength, agilities and skills which sports and exercise contribute to efficiency in combat.

FOURTH: In addition to lives lost because of deficient leg strength for jumping combat obstacles, or deficient arm and

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"Keep Fit Through
The ATHLETIC
A NON-PROFIT
209 S. STATE ST. CHICAGO, ILL.

Physical Neglect

shoulder strength for climbing ropes, pulling ones self over ledges and out of cockpits of falling planes, and other deficiencies in agility and ability to stand up under rigors of combat duty, unnecessary waste of human resources is attributed by Army and Navy officials to our sending men to war who cannot swim.

FIFTH: In addition to the loss of life which testimonials of many athletes indicate might not have occurred had our system of physical training been adequate since World War I, there is the extra financial burden imposed upon our people by the elaborate system of basic training that had to be instituted under costly war conditions, and the loss of planes and other equipment wrecked because of deficient nervous and physical abilities of the inductees.

SIXTH: Still confronting us beyond the end of hostilities is the human anguish and the enormous financial burdens that our people must bear to take care of the returning men suffering for various disabling neuroses. The first million men returned home show that the percentage of such cases will run very high. It seems safe to assume that adequate program of competitive athletics for building physical fitness in their formative years would have prepared many of those men to stand up under the strain of war without cracking up nervously. As it is they and their families must suffer, and taxpayers must pay for the care of many of them through the Veterans' Administration for the next thirty to fifty years.

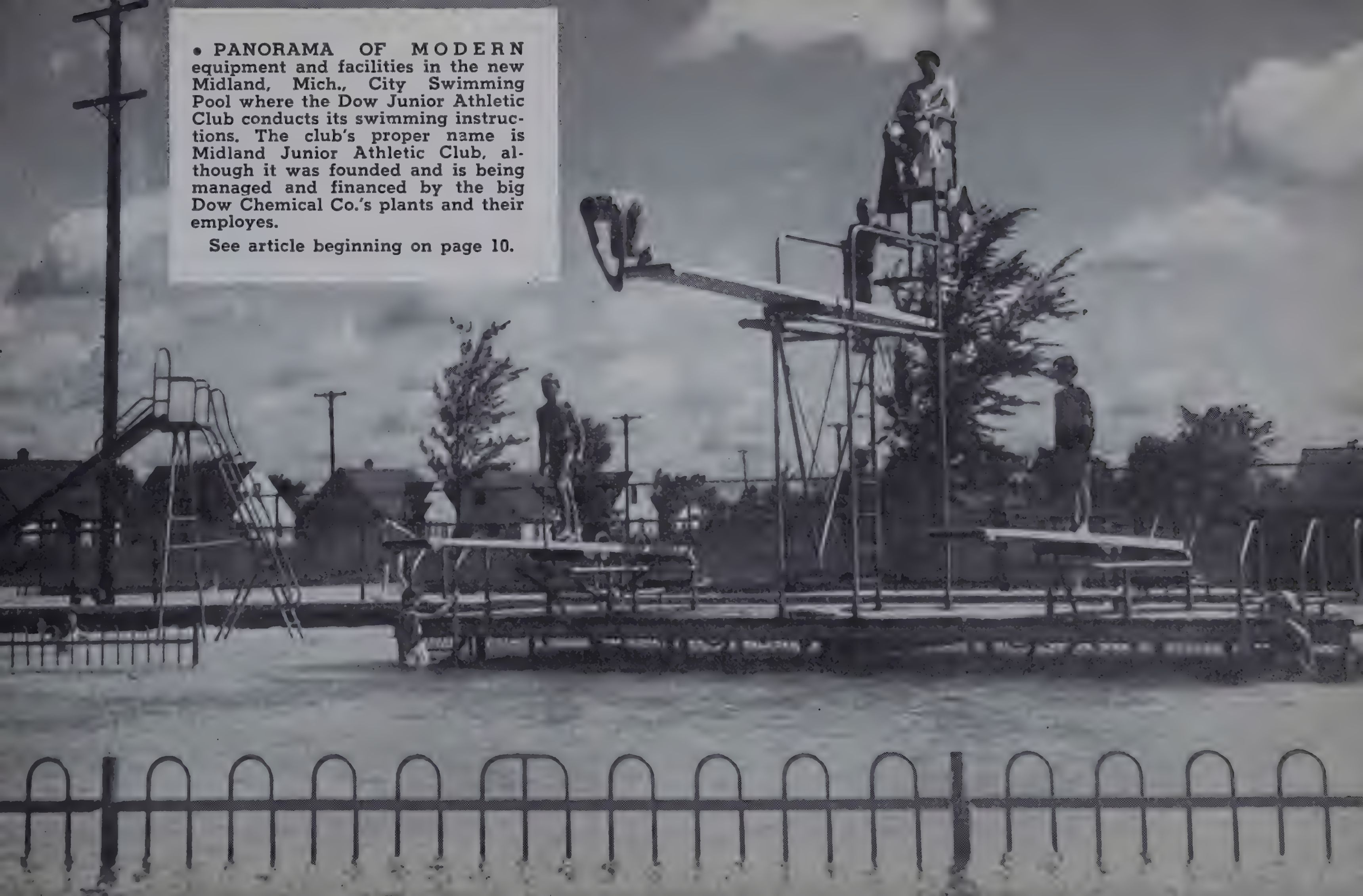
Shall We Learn From Our Mistake?

Shall we repeat our mistake and continue to neglect the necessary measures for physical fitness development during the past war years? . . . or will we find leaders ready to bring each community into action in a national program for a physically fit America? The answer is in the hands of the American people. Any individual or agency can take part. Write for information.

Athletics and Recreation"
INSTITUTE, Inc.
ORGANIZATION

COL. THEODORE P. BANK, President

ATHLETIC INSTITUTE
KeepFit
THROUGH
ATHLETICS AND RECREATION



• **PANORAMA OF MODERN** equipment and facilities in the new Midland, Mich., City Swimming Pool where the Dow Junior Athletic Club conducts its swimming instructions. The club's proper name is Midland Junior Athletic Club, although it was founded and is being managed and financed by the big Dow Chemical Co.'s plants and their employes.

See article beginning on page 10.

Special Announcement for AIM Advertisers:

EFFECTIVE with its coming November issue, AIM will be produced in larger, standard-size trim. Its advertising type-page will be increased to 7 by 10 inches. Fractional units will be proportionally expanded.

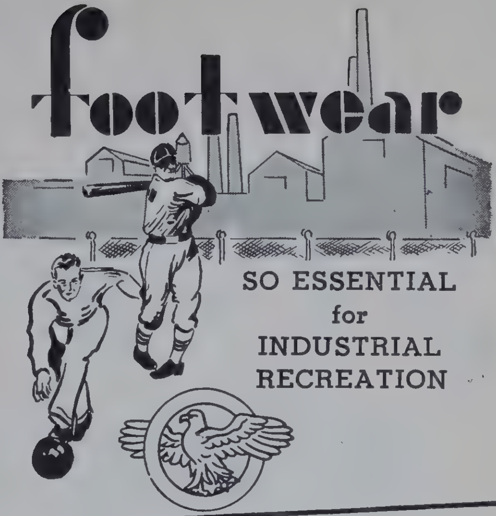
Information concerning this expansion has been submitted individually to all advertisers and agencies patronizing AIM.

This announcement is a reminder that ad plates for November and subsequent issues should be in the new, larger size.

AIM

for American Industrial Manpower

Chicago • New York • Clinton, S. C.
Cincinnati



SO ESSENTIAL
for
INDUSTRIAL
RECREATION

ANOTHER REASON *Why* MANAGEMENT WILL RETAIN THESE PROGRAMS!

250,000 European soldiers will be coming home with honorable discharges for a well-earned return to civilian life and employment. From the battles of Tunisia, Salerno, Cassino and Normandy will come men skilled in war for rehabilitation in industry.

As we plan an even finer and more complete line of footwear so essential to industrial sports, so you of Management, your Personnel Directors, your Labor Management Committees and your organized Athletic Teams will be planning the programs that will help to adjust these men to new surroundings and new livelihood.

Hyde welcomes the opportunity of helping you plan these activities for tomorrow's scheme of better production. Right now, our production facilities must be geared to combat boots for our foot soldiers when they invade Tokyo.

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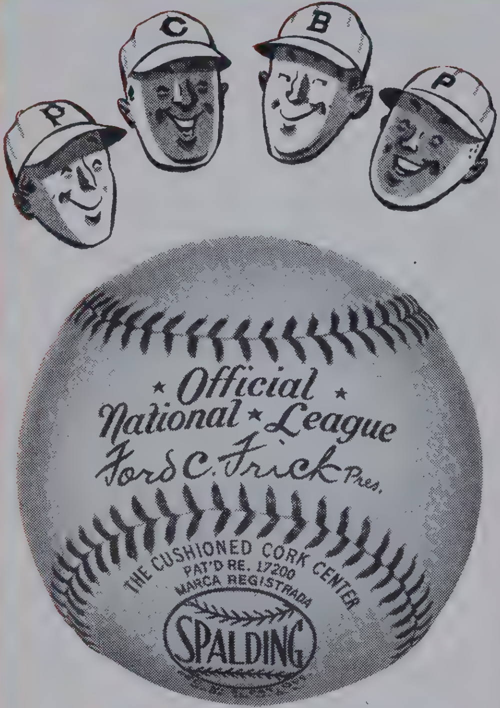
CAMBRIDGE, MASSACHUSETTS

These are the base balls played in every World Series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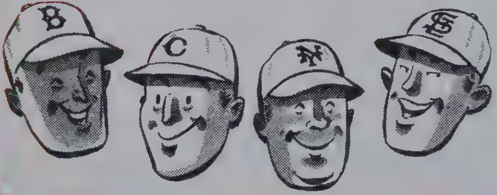

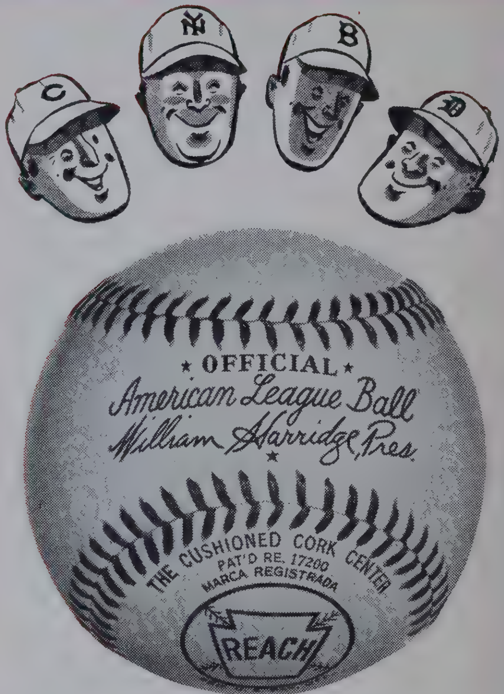
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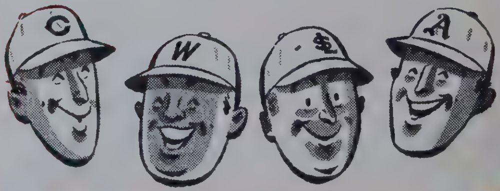

THE TWINS OF THE MAJORS . . . BOTH MADE BY SPALDING

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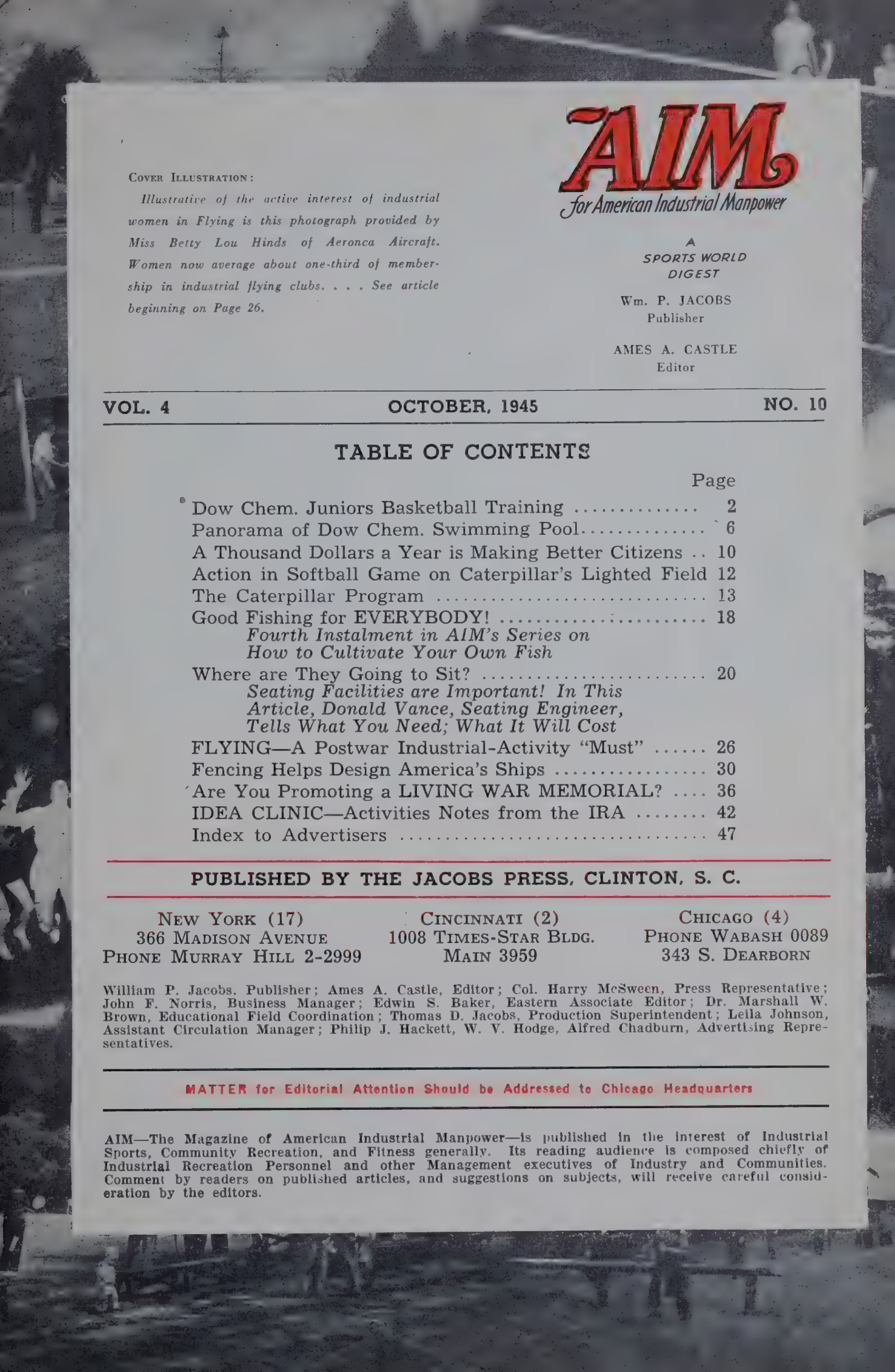

Cover Illustration:

Illustrative of the active interest of industrial women in Flying is this photograph provided by Miss Betty Lou Hinds of Aeronca Aircraft. Women now average about one-third of membership in industrial flying clubs. . . . See article beginning on Page 26.

AIM
for American Industrial Manpower

A
SPORTS WORLD
DIGEST

Wm. P. JACOBS
Publisher

AMES A. CASTLE
Editor

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MATTER for Editorial Attention Should be Addressed to Chicago Headquarters

AIM—The Magazine of American Industrial Manpower—is published in the interest of Industrial Sports, Community Recreation, and Fitness generally. Its reading audience is composed chiefly of Industrial Recreation Personnel and other Management executives of Industry and Communities. Comment by readers on published articles, and suggestions on subjects, will receive careful consideration by the editors.

• THERE'S NOTHING SMALL-TIME about instruction given Dow Junior Athletic Club basketball candidates. This is a weekly coaching-session class in fundamentals of defensive play. Top national amateur stars may well come out of programs such as this. Certainly, the program, at small cost, is developing better health and citizenship.

Dow's Junior Athletic Program is

Developing Better Citizens!

at Midland, Mich., to Improve Industrial Community Youths

By Danny Smick,

Junior AC Division, The Dow Chemical Company

• "LACK OF INTEREST *by adults in the activities of children involves a war casualty as serious as any reported by our armed forces,"* F.B.I. Director J. Edgar Hoover reportedly remarked in a recent interview. This situation, he emphasized, will be an enormous influence upon the future of our industrial and social life. *"The rise in crime figures since war started is tragic,"* he added, *"when one understands that there has been a jump of 30 percent in arrests of boys under 17 years of age."*

What can we of industry do about it? We can do a lot! A crying need today, socially and industrially speaking, is for civic- and youth-minded adults to interest themselves in the future of America. And that future, in terms of manpower, and of the will, physical ability and intelligence of the citizens who must govern it, is wrapped up in today's youth. The future thus will be as good or bad as the training we today give our boys and girls in its mastery.

That preamble will offer a general idea of the purposes behind the Midland Junior A C which has been formed chiefly through inspiration and facilities provided by The Dow Chemical Company, at Midland, Mich. While functional details are important to the reader who is seeking operational information, and will be provided, the purposes of such a club are even more important and I feel they should be emphasized.

• SINCE THE ACCOMPANYING *article was prepared, membership in the Midland, Mich., Junior A C has grown to nearly 400 boys ranging in age from 8 to 14 years. The program of activities now includes touch football, basketball, track, hardball and softball, and swimming.*

As indicated in the article, the club was conceived by Dr. Willard H. Dow, head of the miracle-performing metallurgical and chemical firm, Dow Chemical Co. Dr. Dow's associate in planning was Mr. Russell A. Post.

The club is directed by Mr. Gordon A. Macdonald, sports director for Dow Chemical Co., with five assistants. Its approximate direct cost to the Dow company is $1000 a year and its success has encouraged the company to prepare plans for installing its own grounds and other facilities when equipment becomes available.

To clarify those purposes, let me say here that such a junior club should not embrace assumption of parental responsibilities. Rather, it should take up where good home environment ends and fill in where such environment is absent. That has been our experience. The club's potential influence is tremendously important, for today we are developing a generation of money rich and character poor Americans. Thousands upon thousands of boys and girls have earned big money in war plants, and many of them are spending it for questionable and fleeting pleasures. A fundamental purpose of a youths' club should be to oppose those prodigal practices by impressing upon members the lasting benefits of seeking to develop things of great mental, physical and spiritual value.

• ASSISTANT DIRECTORS AND COACHES of the Dow Junior Athletic Club. They're Andy Maschino, left, and Dan Smick.

We have learned that this project is not difficult. Success hinges on the directional control of youthful vigor. Boys and girls love excitement and attention. The thrill urge that, lacking a more desirable outlet, may be expressed in arson, robbery, murder and other crimes that are today common among youth will respond as avidly, in most cases, to the attraction of wholesome leadership and play.

And our solution to the problem of crime among youth can be only in prevention. Correction is not a solution, for too often it does not cure. Proper leadership and training in mental, physical and spiritual development thus is our most logical answer to the question of how we may, through health and citizenship training in industrial centers, build a better America. This in the real sense is prevention of youthful crimes. It is assurance, too, of capable manpower that will be required for our continued national security.

One day last fall Dr. Willard Dow, pres-

• *To Page 38, Please*

• **TRAFFIC PEAKS UP** at home plate during a girls' softball game on Caterpillar employes' Tom Connor Athletic Field. The bleachers usually are crowded for these contests. Departmental spirit runs at boiling temperature. Connor Field is a modernly-equipped installation. Floodlights were installed before the war. Caterpillar's recreation program is not recent.

The Caterpillar Program—

One of the Most Outstanding Developments in the Industrial Sports, Recreation Movement

By JERRY REICHART

• THE DISTRAUGHT HOST to a week-end party, who struggles manfully in entertaining a handful of guests, might be interested to learn of a super-host who provides recreation for tens of thousands of folks, year-in and year-out, as a matter of course.

This Goliath of hosts happens to be Caterpillar Tractor Co., Peoria, Illinois, whose approximately 20,000 employes have long been busy, day and night, turning out diesel-powered tractors, motor graders, engines and diesel electric sets for Uncle Sam. The mighty "bulldozer" which war correspondents on every fighting front have characterized as the Allies' "secret weapon" is, in reality, a track-type tractor equipped with a push-blade —the same type tractor Caterpillar people have been building for years.

• MORE FUN is injected during a Caterpillar employes' minstrel show by the enforced ejection of a woman heckler from the audience. All planned, of course. The "bouncers" are members of Caterpillar's Plant Protection Force.

• THE STOREKEEPER chalks up another strike in the men's bowling league at Caterpillar. This plant's recreation program is controlled and to a major degree financed by employes. It embraces almost every sport popular in America today—including both athletics and such field activities as hunting and fishing.

—A Sports World Digest

Long before the war, this company provided recreational facilities for its employes through the medium of an employes' activities association. In time of war, when the job of human engineering became increasingly important to keep up morale and provide relaxation for men and women who worked longer hours at top speed, the pattern for industrial recreation had already been established, and required only expansion to meet increased needs.

Cardinal Point of Success

The cardinal point of the Peoria company's plan may be explained in a single sentence: Management must cooperate with its employes to the fullest possible extent.

This main point may be subdivided into several, all of them outcroppings from the main theme.

First: Let the employes themselves decide what they want to do.

Second: Help the employes organize their favorite recreations and make them feel that they are a part of the organization by letting them manage their own affairs.

Third: Provide the employes with places in which to hold their meetings and stage their events.

Fourth: Help them publicize their doings.

Fifth: Management should relegate itself to the background as much as possible, and by no means force something not wanted upon the employes.

Believing that any recreation activity that might be forced would serve only to defeat the purpose, Caterpillar has publicly stressed the fact that all employes taking part in its Employes' Activities Association program are doing so voluntarily; that there is nothing compulsory about any activity.

Caterpillar Tractor Co. was formed in 1925 by a merger of The Holt Manufacturing Company and the C. L. Best Tractor Co., at which time the new organization inherited a girls' club, organized to promote fun for feminine employes with all profits going to charity, and a men's baseball team.

The Girls' Club, formed originally in 1922, has remained an independent organization and through carefully managed social events has become an outstanding contributor to worthy charities in the community. From the men's ball club of 1925 sprang a score of activities.

It was in 1935 that the company decided to encourage employes to form their activities association; and following serious consideration of the subject, a representative group of employes drew up a constitution and by-laws.

Purpose of the association is to receive and disburse funds for maintaining games, sports and amusements; to provide free entertainment and activities for employes and families, thereby stimulating interest on the part of all employes in sports and recreational activities during their leisure time by promoting good sportsmanship and team spirit.

It was decided that each sport or activity was to be supported in proportion to its general interest, number of employes entertained, and the number of participants.

Membership Automatically Bestowed

All employes automatically become members of the association, with no payment of membership fees. A board of directors manages the association. This board is composed of representatives, one from each recognized activity, and any new activity which attains a membership of at least 50 employes may petition for representation.

Each activity group selects its own representative yearly, and from the entire membership the board of directors names its president, vice-president and secretary.

The company reserves the right to select a treasurer from outside the board, thus guaranteeing the Activities Association an official named chiefly because of an ability to handle funds. Officers and members are automatically removed from the board by a two-thirds vote of the board, or because of three consecutive absences from meetings, for reasons other

• ON OPPOSITE PAGE: Caterpillar Dramatic Club members don't pull their punches when it comes to costumery for their stage productions. The elaborateness of this operetta makes it definitely a big-time affair. Player groups of this firm have built up popular fan followings.

• CHESS AND CHECKER enthusiasts gather regularly for matches at Caterpillar.

• **BASEBALL is a number one sport here. The turnouts attracted to Caterpillar games rival, in size, the following of professional teams.**

than illness.

An activities director, Mr. L. S. Lord, employed by the company, sits on the board as an ex-officio member. The director coordinates various employe activities with company practices, lines up schedules for approval of the board.

Bills are paid by the treasurer on authorization of the association and the treasurer furnishes a surety bond sufficient to cover the amount of deposit, with the expenses of the bond paid for by the association. Books are audited every three months. Purchases of the association are handled through the company's purchasing agent.

Members Contribute Services

Association members are not paid, although expenses incurred in the group's service are allowed. Transportation, hotel expenses and meal money are allowed sport teams on the road.

The entire program is financed by profits derived from vending machines throughout the plant, and a canteen at the employes' athletic field.

Caterpillar's program of activities for employes is a diversified one. It includes men's baseball, basketball, softball and bowling; women's softball, basketball and bowling; band, camera club, glee club; gun club, horseshoes, artists' bureau; rod club, mixed chorus; golf, tennis, chess and checkers; mixed chorus, riding club and boxing.

In the case of major athletic teams, the glee club, mixed chorus and band, which operate more for the benefit of crowds than for those who participate, the association provides uniforms and transportation.

All employes are proud of their athletic field, built in 1935 by the company. The field is located at the north end of the plant, has good parking facilities and lights for night play. Admission is gratis to employes and members of their families. Expense connected with lighting and maintaining the park is borne by the company.

Coaches of athletic teams are selected yearly by a committee of three, consisting of the Employes' Activities Association president, the representative of the activity involved and the activities director. Their selection does not become official until confirmed by the board.

Extra-Association Activities

Frequently the various organizations have their own get-togethers, paid for by club members; in fact, some of the clubs charge nominal dues for that purpose and to pay for incidentals.

Sometimes a player is injured while representing the company. To aid those employes the association has set up a separate fund, administered at the discretion of the board. Under ordinary circumstances this fund is not used for those having company hospitalization and group insurance, but each case is dealt with according to its merits.

Both the men's and girls' softball teams, members of the Amateur Softball Association, have won many state championships in addition to giving good accounts of themselves in national tournament play. A men's baseball club performs in a Peoria independent league in addition to playing night games on the home field,

• *To Page 45, Please*

• **ON OPPOSITE PAGE: Does industry like its own theatricals? That question is impressively answered in this photo of part of a crowd attending a Caterpillar employes' show at Shrine Mosque in Peoria, Ill.**

• Artificially constructed ponds may also be used to improve stream fishing. This pond has temporarily improved the stream below by acting as a settling basin for sand and silt entering the stream as the result of soil erosion.

GOOD FISHING *for Everybody!*

In your own artificial pond or lake, you can cultivate fish just as you cultivate plants in your garden. In properly fertilized waters, they will grow bigger than in open streams—and in half the time! Here's How—

Fourth Article in a Series Prepared from Reports on Experiments
By H. S. SWINGLE and E. V. SMITH,
Alabama Polytechnic Institute

• TO PRODUCE GOOD fishing, a new pond or lake must be stocked with the proper assortment and number of fish. Assuming proper stocking, bluegill bream should reach quarter-pound weight within a year, and black bass in this period will grow to from three-quarters to a pound.

If, however, too many fish are introduced, three to five years may pass before these weights are attained. And if the combination of fish is incorrect, the water may never produce good fishing. Proper combinations will be indicated in the succeeding article of this series.

Failure to understand those principles has produced thousands of unproductive fish-pond projects in the past, for the average experimenter proceeded on the principle of "little bit good, whole lot better!" and abandoned his experiment before realizing that in overstocking he was working contrary to his success.

Bluegills 'Naturals' for Stocking

Bluegills are "natural" species for pond and lake stocking. In the Southeastern United States where experiments on which these articles are based were conducted, the bream type of bluegill should be raised. The bream, as well as the pumpkin-seed, the "perch" and various other species common in the North, provides excellent sport for pole or fly fishing and is one of the best of table delicacies.

Occasionally, bluegills weighing slightly in excess of two pounds have been taken from stocked ponds, but such large size is exceptional. In most ponds, bluegills weighing in excess of one pound are seldom encountered. The majority of these fish range from three to eight ounces.

Bluegills feed mainly on insects which live in the water but occasionally they will take small fish, including their own young. And when overcrowded they will eat their own eggs as well as those of other fish.

Spawning, Egg-Laying

Bluegills as small as one-half ounce have been known to spawn when one year old. Where food was plentiful, this same fish, reaching a weight of about two ounces, spawned when five months old.

Egg-laying usually begins in late spring and continues at intervals until frost. Beds are at depths varying from six inches to 12 feet. Nests, ranging in number from four or five to several hundred, are usually swept out side by side on the bottom. The "sweeping out" of fine silt is by "fin-fanning." The fish attempt to reach a layer of clean gravel or other hard material. The eggs adhere to the hard bottom material until they hatch.

Bluegills are extremely prolific. One pair will produce from 2,000 to 10,000 or more young.

Largemouth black bass should also be cultivated in all ponds east of the Rockies, and in some areas west of that range.

• NICE GOING on a flyrod! Crappie compete with bass and to a lesser degree with bluegills for fish food. Where crappie are raised, fewer pounds of bass can be produced per acre, but this may not be an objection to the average flyrod enthusiast.

Presence of the bass will prevent the pond from becoming overcrowded with smaller fish, and the "green trout", as it is known regionally in the South, is one of the gamest of fresh-water fighters.

The bass likewise is of good flavor until it reaches excessive size. When that occurs, an objectionable "musky" odor and taste may develop. And although culinary instructions are not properly a part of this article, here's a tip to the expectant pond-installer who encounters such a fish:

Remove the backbone, belly-meat and skin and the strong taste will go along with them.

Cultivating Largemouth Bass

Largemouth or black bass seldom exceed 10 pounds in weight in Alabama ponds. And as this fish usually grows to greatest size in the South, it is not to be expected that Northern pond bass will exceed that top or perhaps reach it. The ma-

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. . . But Where are they going to SIT?

By DONALD VANCE
President, Universal Bleacher Co.

• AMONG OTHER features needed in industrial-plant sports facilities is seating equipment for the spectators.

A number of plants have installed such equipment within the past two years and many others, now getting around to it, are encountering problems natural to the project.

In this article we shall attempt to provide practical suggestions on the type and arrangement of seats best suited to this purpose, and their cost in relation to the number of spectators provided for. The suggestions and approximate costs herein will apply to indoor seating only. A subsequent article will cover outdoor needs.

Revenue Offsets Seating Cost

The gym, or plant cafeteria used as a gym, has definite possibilities as a source of gate-receipt revenue for the recreation program. First consideration for seating therefore should be that of provision for maximum capacity, and, in this case, flexibility of use. That will be affected not only by arrangement, spacing and type of seats, but also by how well otherwise waste-space is utilized.

Placement of Gym Openings

Entrances and exits usually occupy more space than is necessary, and often they are located in places otherwise ideal for good seating. Properly, they should be at the ends or the corners of the floor area.

Side-located entrances and exits break up space that is best for seating for such games as basketball, for dancing and for theatricals.

Areas behind the backstops or at the ends do not provide ideal visibility. That space therefore is best for entrance and exit use. Sufficient entry and exit area for safety should be provided. That can be done in the areas proposed.

Dimensional sketch and table showing space occupied by portable bleachers

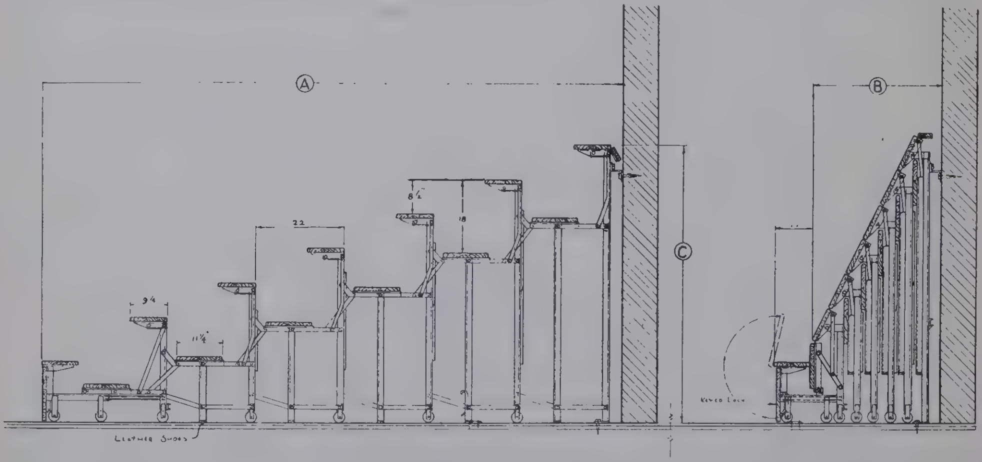


TABLE OF SIZES

No. of Rows	3	4	5	6	7	8	9	10	11	12
A—Depth Opened	4′8″	6′6″	8′4″	10′2″	12′0″	13′10″	15′8″	17′6″	19′4″	21′2″
B—Depth Closed	1′2¾″	1′7″	1′11″	2′3¼″	2′7¼″	2′11½″	3′3½″	3′7¾″	3′11¾″	4′4″
C—Height at Rear	2′10½″	3′7″	4′3½″	5′0″	5′8½″	6′5″	7′1½″	7′10″	8′6½″	9′3″

There are three general classes of seating facilities. They are the Built-In, the Folding Type Bleacher permanently attached to floor or wall, and Portable Bleachers or Removable Seats.

Built-In seats are too expensive and cumbersome for average use. They also occupy too much space to provide efficient seating from the standpoint of capacity use. They are occasionally installed with locker and shower rooms under them, but this plan is not too ideal for it occupies cross-court and similar space that could otherwise be devoted to physical education classes, dances and other activities.

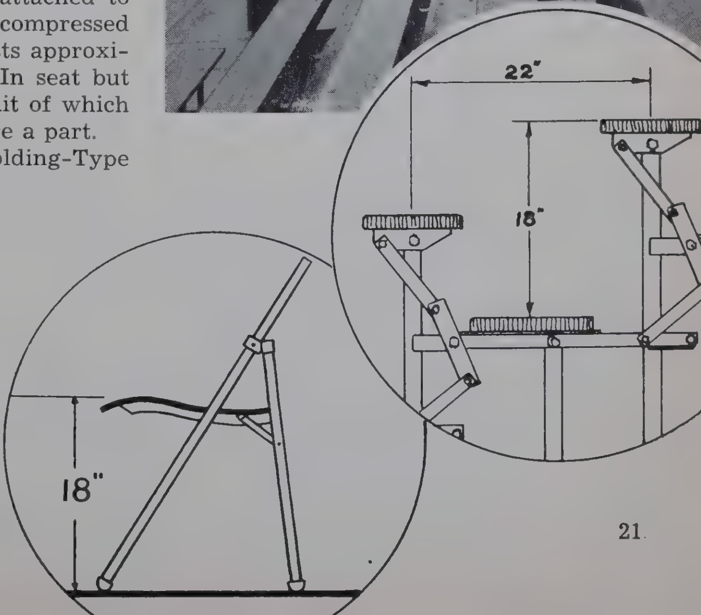
Built-In Seats are Costly

From the standpoint of expense of built-in seats, to a very high first cost must be added the relatively greater amount of space they occupy. It is estimated that a square foot of recreation-building floor averages at least $5 in cost. Dual-use buildings would be in this category, too. Thus if three banks of fixed seats take up 3000 feet of floor space, they occupy $15,000 worth of space that cannot be used for any other purpose.

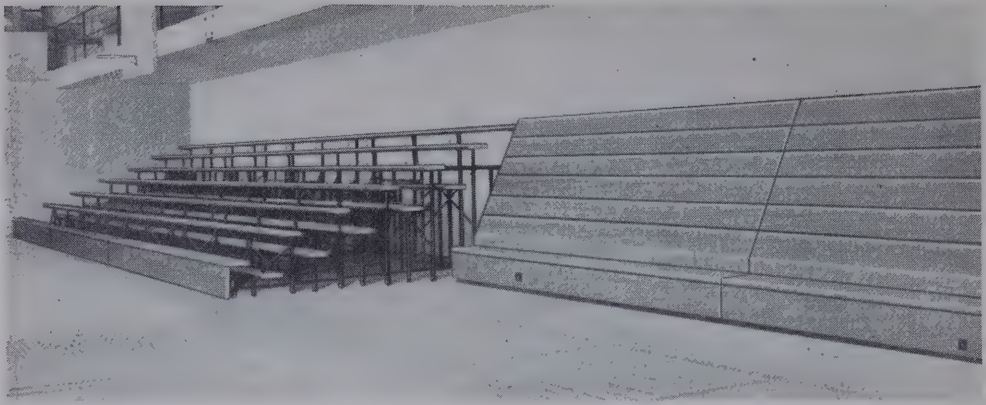
Built-In seats are made of wood or of reinforced concrete with wood bottoms. Opera-Chair seats are even more expensive. And seats that cannot be removed or shifted as needs arise are of course utterly impractical for dual or multi-use buildings such as combination cafeteria-gymnasium-auditoriums.

An answer in part to some of those problems is provided by the Folding-Type Bleacher that is permanently attached to the floor and wall and can be compressed when not in use. This type costs approximately the same as the Built-In seat but much less than the Built-In unit of which opera or stadium chair seats are a part.

In the folded position the Folding-Type Bleacher occupies only a fraction of the space normally required by fixed seats. This of course greatly enlarges the floor space available for other uses. For example, a bleacher of this type, six rows in depth, takes up somewhat more than 10 feet of space when opened, but it folds into a space only 2½ feet in depth. As more rows are installed, space occupied in the folded position is proportionately less, and the total space thus saved may be sufficient for two or possibly three extra cross-courts for basketball.



• **CHAIR HEIGHT IS all-important to comfort of spectators. So is spacing between seats. Dimensions indicated at right are popular. They are incorporated in folding bleachers that may be either semi-permanent or equipped with rollers for storing when the space is needed for other purposes.**

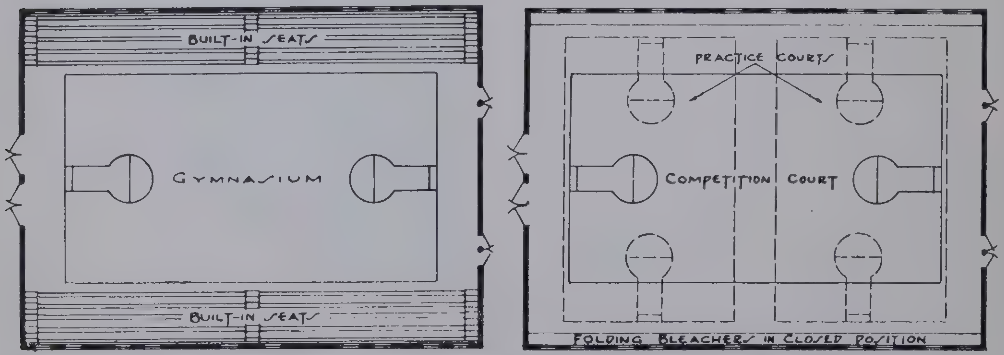


• **THIS PHOTO SHOWS the folding-type bleacher seat extended for use, and folded. These banks are semi-portable.**

The Folding Bleacher also permits greater seating volume in a given area, as opposed to the Built-In seat. Usually, 22 inches of space from front to back of each row is regarded as standard for seating mixed crowds. But for Built-In seats most planners allow around 30 inches, and additional space is needed for permanent aisles where stadium or opera type seats are installed.

Probably the most complete answer for all-around indoor industrial sports use is the Portable Bleacher that can be removed entirely when not in use. If this type seat is selected, storage space for it should be created in a location convenient to or within the building. These seats should be moved about on rubber-tired trucks. Many users leave them stacked on the trucks in the storage room. Truck costs is a minor item, and the trucks will save wear on valuable gym floors.

Assuming the Portable Type bleacher to be your selection, you will require the following amount of equipment to seat the crowds indicated:



• **THESE PLAN SKETCHES ideally illustrate how available gym space may be rendered more useful by installing folding-type bleachers. The plan at left is of a gym with built-in seats; the plan at right shows the same gym with folding bleachers. Here are the differences:**

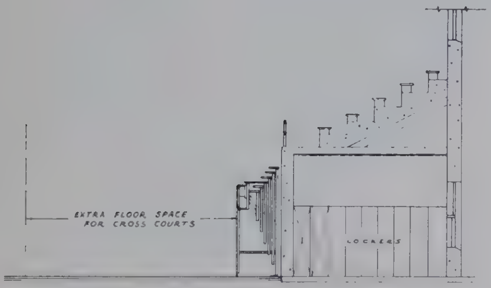
	Built-In Seats	Folding Bleachers
Floor Size	80x110′	80x110′
Available Floor Space	6050 sq. ft.	8490 sq. ft.
Seat Area	2750 sq. ft.	310 sq. ft.
Average Capacity	720 People	1078 People
Average Seat Cost	$10	$6
Playing Space, Game	50x90′	50x90′
Playing Space, Practice	1-50x90′	2-45x70′

Number of People	Footage of Portable Bleachers Required
200	45 feet of 6 rows
500	75 feet of 9 rows
1000	135 feet of 10 rows
3000	270 feet of 15 rows
5000	450 feet of 15 rows

The approximate cost for the Portable Bleachers to seat the groups indicated above will be:

Cost of Bleachers

To seat 200, $300.00; 500, $725.00; 1000, $1450.00; 3000, $4450.00; 5000, $7400.00. No great number of successful affairs will be required to write off those costs with gate-receipts.



• WHEN LOCKERS ARE located within the gym, the area above them may be used for permanent built-in seats. Additional seating capacity is provided, however, if folding, portable bleachers are positioned in front of this area, as above.

Building equipment-and-design obstructions complicate bleacher installation in many cases. If radiators are located along the walls, it is best to recess them. The cost of that alteration will be more than offset by the additional seating capacity provided. If it is impossible to recess the wall radiators, an overhead heating system is recommended as a replacement.

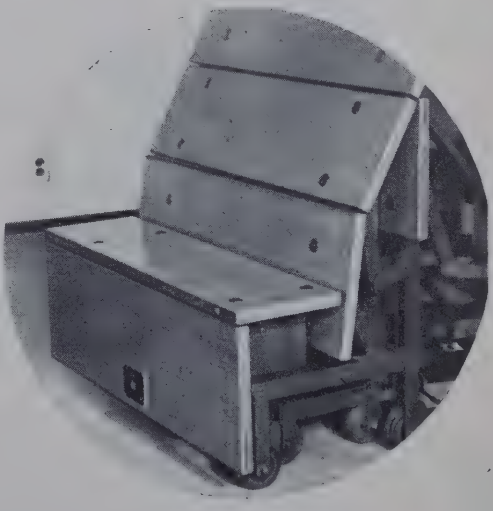
Not much can be done about columns or pilasters that conflict with seats for floor space. In such cases the bleachers are set flush with the obstructions.

You can, however, remove the often-encountered obstruction of the timekeeper's table from the sideline. Both Folding and Portable type bleachers have units containing the space necessary for such tables. By using this type bleacher for the purpose you will save valuable seating space and eliminate a sideline hazard.

If your gym building is also to be an auditorium, place the stage at one end and entrances and exits at the corners of the stage and at the opposite end of the room, and thus avoid conflict with valuable seating space along the sidelines.

Free Consultation Through AIM

Problems of an individual nature often are encountered in each seating-installation project. I will be happy to offer special advice in such cases, to inquirers submitting their problems to AIM Magazine. Letters should include if possible, a rough floor plan of the building, indicating obstructions such as those listed above, dimensions of area, capacity of seating desired, and specific explanation of the special problems to be examined.



• DETAIL PHOTO SHOWING one row of folding, portable seats open while stand remains in closed position. This feature permits adjusting area occupied by the bleachers to required seating capacity for a given audience.

—A Sports World Digest

The winning basket...

IS EASIER WITH A MODERN BALL!

Soon the basketball floors of the nation will be busy again. The cheers and thrills will stir not only America, but practically all of American-occupied Europe as well.

Our production of equipment for modern sports is fast approaching peacetime volume. Before very long, now, there will be plenty of new,

Let's all boost the "War I
to commemo

IT'S WILSON

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Official
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modern Wilson basketballs and other Wilson equipment for all. And there will be some mighty interesting improvements in Wilson equipment which were perfected by our Creative Staff in the past three years. Wilson Sporting Goods Co., Chicago, New York and other leading cities.

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Wilson

BASKETBALL
EQUIPMENT

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KeepFit
THROUGH
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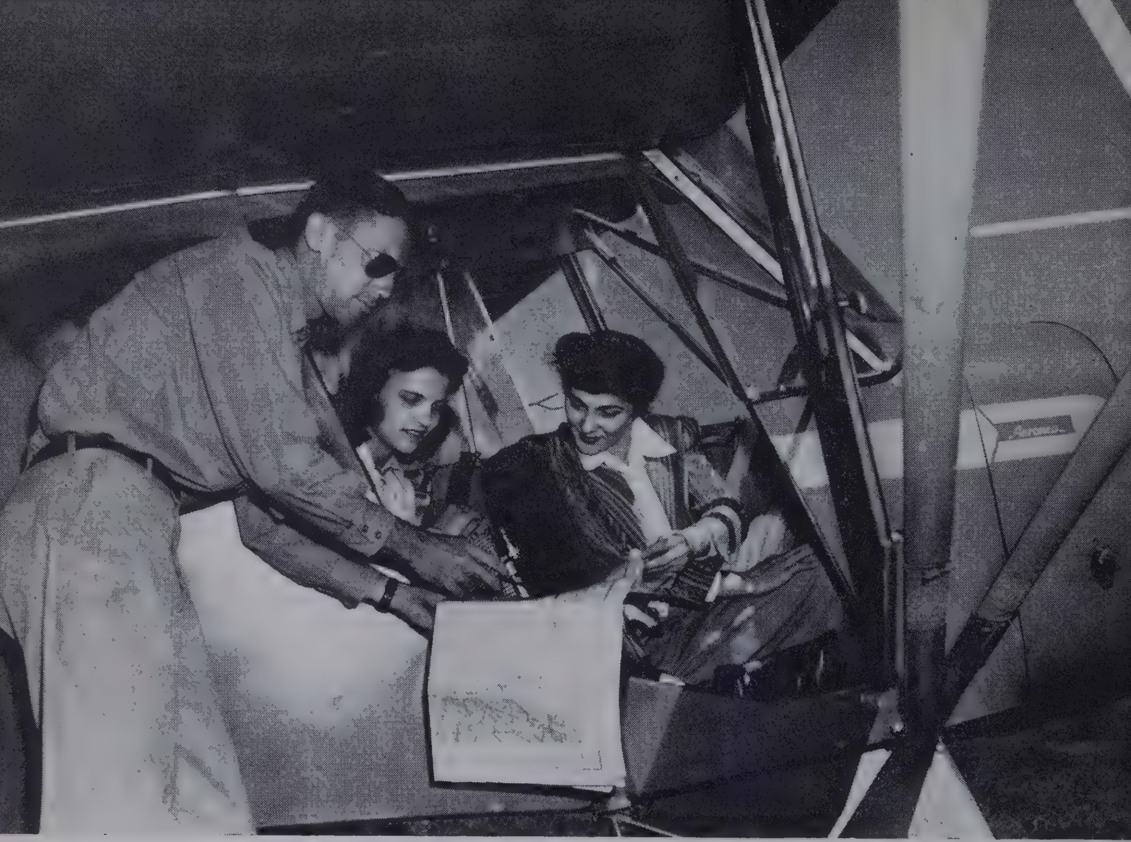
TODAY IN SPORTS EQUIPMENT



• **TWO FAIR MEMBERS** of the Aeronca Flying Club vision themselves off to far places as they inspect a map under the supervision of an instructor. Industrial personnel groups in the future are expected to organize hundreds of such clubs throughout the country. Many already are in existence, receiving ground instruction while awaiting aircraft and fuel. They're not by any means all in the aircraft industry. Galvin Mfg. Co. is typical. This firm makes radios.

FLYING—

Expect it as a "must" activity in your postwar industrial recreation program

FLYING CLUBS in the industrial recreation field are definitely in store for the postwar era. Provision for their inclusion in plant recreational facilities of permanent form is being made. Pre-flight schools are today available in many such programs. The influence of this trend upon all other industrial sports probably will be extensive, for the industrial worker of tomorrow may well plan his week-end leisure activities for locations removed by hundreds of miles from the environment that gets on his week-day nerves.

To realize how closely aviation may tie into the industrial recreation picture requires only a general summary of developments pointing in this direction.

• HERE'S AN INDICATION of industrial personnel's interest in flying. These 11 men are part of a group of model-plane enthusiasts from the personnel of Consolidated Vultee at San Diego. The club members design, build and fly model aircraft. Groups like this are planning to have their own flying clubs as soon as they can obtain aircraft.

Flying since 1941 has been taught to and accepted accepted by thousands of service-connected younger men and women who tomorrow will become the backbone of American industrial manpower. They form an enormous nucleus for population aviation.

All Industry Has a Stake Here

And from the industrial-activities standpoint particularly, it must be recalled that almost every type of American industry is today contributing some product or service to aircraft manufacture and thus has a commercial stake in aviation.

The average industrial firm thus is fundamentally concerned with keeping the aircraft industry going, and it therefore may be expected to welcome any opportunity to aid that accomplishment.

In civilian flying, even under wartime restrictions, 51,000 people completed instruction in 1944. That was an all-time high. It exceeded the 1943 figure by more than 16,000. Women represent from 15 to 35% of pilots now in training, the Civil Aeronautics Authority estimates. Ages of the students range from 16 to 65 years.

Club Flying is Less Costly

A third factor is even more basic: Private flying of the everybody-has-an-airplane-in-the-garage variety is intriguing to the imagination but at this stage still impractical. Future—partcularly immediately postwar—popular aviation activities thus is being projected through clubs.

• MISS INDUSTRY OF 1945 and later years will take no back seats where her sports activities are concerned. This ultra streamlined Aeronca is typical of small aircraft now in the design stage for early production and that is expected to be extremely popular with members of industrial flying clubs.

• **MEMBERS OF FLYING CLUB organized by employes of Aeronca are typical of similar industrial flying clubs that have been organized and are in process of organizing at various industrial plants both within and without the aircraft field. The Motorola Flying Club of Chicago is typical of the latter. Ideally situated for swift and efficient organization and equipped with many company facilities not available to the average private club, industrial flying enthusiasts are ready to take to the air. They're buying planes now.**

• **NO, IT ISN'T a futuristic design for motor cars. It's a four-place postwar design Aeronca that soon will be introduced to industrial and other flying clubs. Embodying the latest engineering improvements, this plane will be easy to fly, low in price, and have a practical flying range. Industrial flying club members may soon be taking off in aircraft like this for their vacation fishing and hunting trips.**

"Aircraft in every garage" is and probably always will be impractical. Nevertheless, a good many postwar private owners will own and operate their own aircraft.

But even on a club basis, as heretofore conducted, flying is not inexpensive. Therefore, the aviation industry is seeking a means to make membership more attractive from the standpoint of cost. The industrial-employes' club is looming as the ideal answer. Here's why: It will, ideally organized, cost less to operate.

This cost reduction will range all the way from facilities, in the nature of flying parks and hangars, to mechanical servicing. Some of the cost may, of course, be absorbed by the employing industry, thus it will not be charged against the flying employe. That is important, too.

Land already held by some industrial firms for future expansion and now lying idle can be converted into facilities for employe flying clubs. Aircraft servicing can be performed by plant employes pre-trained in the armed services—in their spare time and thus at comparatively low cost. The conversion of land into airfields, including erection of hangars, is, of course, quite expensive. But the combination of management and employes can well absorb this cost.

In fact, many industrial plants, to keep abreast of competition and in step with development progress, will have, in any event, to maintain aircraft of their own for sales and other purposes, and their

• "FLOATING ALONG in the high blue yonder" is not permanently reserved for military pilots. The millions of men and women who have been busy making war-use aircraft and the parts for them are burning with ambition to get up there and see how it goes. Industrial flying clubs are becoming more numerous every month. And the manufacturers of small aircraft are preparing for this market with machines such as the Aeronca Champion, above, that will carry four people, is easy to fly, and will sell is popular price range.

own outlay for required facilities will be reduced in the proportion that employes share and help maintain them.

Prospective Flying Clubs are Legion

There are current obstacles, of course. And this picture may be optimistic when measured against them. For while members of the flying clubs will help maintain their planes, this is not currently the whole answer. For if the club is to enjoy any regular operation of airplanes it cannot well depend upon voluntary spare time of its members to keep the planes in shape. Secondly, the C.A.A. requirements as at present written maintain that a licensed mechanic is at least to supervise the work. Some of the aircraft factories are trying to get some modification and relaxation in the present regulations. Probably they will succeed.

• TWO OF THE 170 men and women who are members of the Flying Club of Allis-Chalmers Mfg. Co., nationally-known farm- and heavy-machinery concern, get instruction in the club's Piper Cub. Interestingly, women compose slightly less than one-third of this club's membership. The breakdown is: men, 120; women, 50.

Industrial recreation clubs big and small now number into the thousands. Sponsored to some degree by management, they have demonstrated an ability to provide all types of recreation at a remarkably low cost to each participating member. This feature, extended to flying, will serve as a magnet to the progressive-minded type of young men and women

• *To Page 34, Please*

• **GIBBS & COX FENCERS. The sport, introduced in this firm by a few enthusiasts who has practiced it in school, has swiftly attracted popularity. Gym space is shared with the company basketball team. Members buy special equipment.**

At Gibbs & Cox

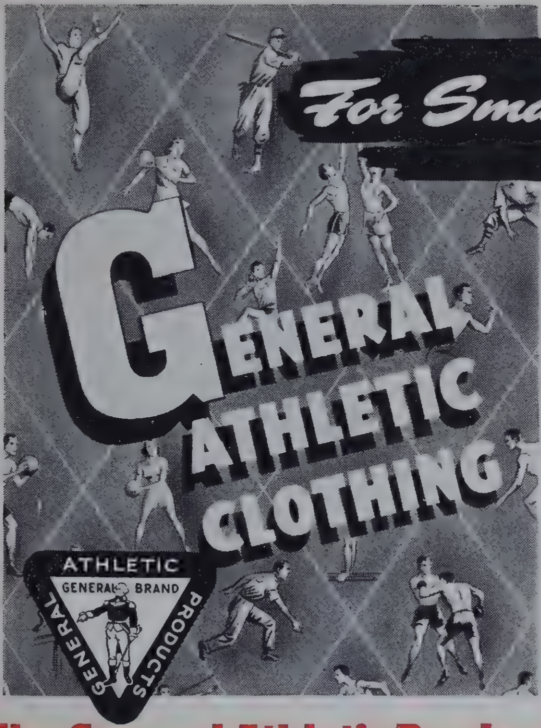
FENCING HELPS DESIGN AMERICA'S SHIPS

By FRANK MELE

• FENCING at Gibbs & Cox was started by a few enthusiasts who had indulged in the sport during college days. After a period of inactivity, they recovered some of their original passion for the sport and decided that the exercise would do them no harm, but rather might improve their bodies if not their minds.

The athletic director of the company was, therefore, duly contacted and was requested to make arrangements for space where practice sessions in fencing could be held. Announcements were broadcast over the company public-address system, inviting members of the staff interested in fencing, regardless of their proficiency in the sport, to join the others in the practice sessions. Those who knew the fundamentals would teach those who did not.

After some inquiry and investigation, it was arranged for the fencers to share a



For Smarter Appearance
in every sport...

When victory comes more and more of your employees will be interested in your fitness program. "General" brand athletic clothing will give them what they want. Quality has been maintained. The styles are outstanding. And the fit? IT's Super. Ask your local sports goods dealer to show you clothing made by General.

The Best Dressed Players Wear

General

Athletic Clothing

The General Athletic Products Co., Greenville, Ohio

gymnasium with the company's basketball team. In this way, the fencers acquired a place for practicing at least for the duration of the basketball season.

At the first practice session, three fencers put in their appearance. This meager showing did not dampen the fencing desire of those few, however, and they became determined to keep on fencing regardless of the attendance.

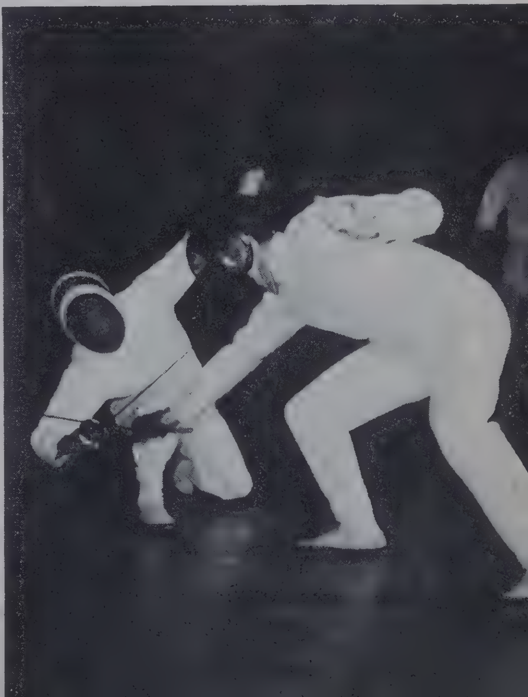
Inasmuch as the original fencers owned duplicate sets of foils and masks, for the time being there was enough equipment. At the beginning practice sessions were limited to the use of foil since this is the basic weapon of fencing.

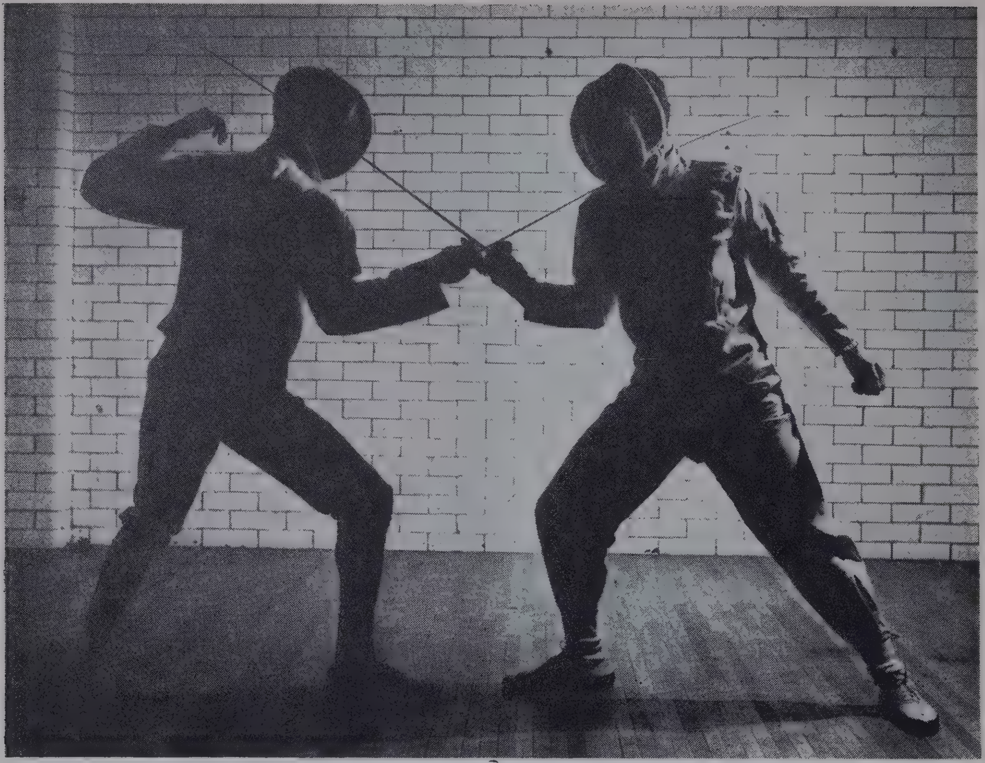
How Members were Recruited

In order to get more members interested in fencing, the originators of the club personally asked likely prospects on the staff to try out, and assured them they would be taught the rudiments of fencing as best it could be taught by the more experienced members.

The numbers of fencers then increased to eight. At first attendance was irregular,

• TOUCHE!—or was it? The photo at any rate reflects the fencing skill that has been developed in the Gibbs & Cox fencing club. Equipment is provided by the company.





• SPORT NOT ONLY OF KINGS but also the ages, Fencing today continues to perform outstanding service as recreation for Gibbs & Cox draftsmen and engineers who played such a major role for America and England in the war's shipbuilding race. The accompanying article tells how this club was organized and is being managed.

but as interest grew the fencers began to attend regularly. Practice sessions were held once a week up to springtime, when the problem of equipment arose.

With wear and tear and constant use several of the foils had broken, confronting the fencers with a scarcity of equipment. It was known that the company had given assistance to other sports. Since the company could not justifiably aid a club unless the club intended to enter outside competition, the fencing club decided to compete with other teams, even though most of its members were green.

The athletic director was again approached and was informed of the lack of fencing equipment. Gibbs & Cox then bought impedimenta to equip fully a fencing team of six men. Each man was provided with a mask, foil, epee, saber, fencing jacket, and a pair of fencing pants and sneakers.

A few weeks later a meet was arranged with a local fencing club and the results were very encouraging. The Gibbs & Cox team held the opposing team to a tie. Here was a team that had begun practicing in the fall of the preceding year with only a couple of members who knew something about fencing, while the rest did not know the difference between a foil, an epee, or a sabre. Yet this team was able to make a good showing against a team that had been in existence for a much longer period of time and had a professional fencing master to instruct it in the art!

Club Plans to Expand

The Gibbs & Cox fencing club plans to continue progress in the sport and is looking forward to many meets with other clubs in the future. The fencing season came to a close soon after spring, but practice sessions are still being held so the fencers will further improve their skill.

Although the club was not too large

during its first season, other members of the staff have shown interest in the sport lately—as a result of the first fencing match—and the publicity gained by the publication of pictures and an article in the company bulletin. It is expected that this fall when fencing is resumed in earnest, twice as many members will respond to "Fence!"

• AS READERS OF AIM who also follow the *Saturday Evening Post* will recall, Gibbs & Cox is one of the world's foremost architectural and engineering firms in the shipbuilding field. Its professional career was recently the subject of a series of articles in the magazine mentioned; and, curious to learn how great a part industrial recreation may have played in this success, AIM investigated. The facts proved as anticipated. Gibbs & Cox has a complete sports program, under management of a specialist in sports direction. Thus the engineers who have registered outstanding success with their brains at designing bigger and better ships for American fleets obtain constant rejuvenation from the physical activities provided for them. In a later issue, AIM hopes to present an article on the complete program of this firm. The following outline by Mr. Mele is particularly interesting in that it described the entrance into this field of a sport that probably is not yet included in many industrial programs and registers a remarkable degree of success obtained for this activity in its first trial season.—The Editors.

Here and There in SPORTS EQUIPMENT

Shakespeare Reorganizes Executive Staff

A NUMBER OF changes in executive personnel of the Shakespeare Co., large fishing-tackle firm of Kalamazoo, Mich., were made at the annual board of directors' meeting, which followed by a short time the death of the firm's former active head, Monroe Shakespeare. At this meeting, the following officers were elected:

Founder and treasurer, William Shakespeare Jr.; president, William J. Harrison; vice president and general manager, Henry G. Shakespeare; vice president in charge of production, William G. Balz; secretary, Harold W. Pomeroy; representatives of employes, Ernest W. Robinson and Russell Eaton; recording secretary,

• *To Page 37, Please*

—A Sports World Digest

Invincible

Attractive!

Invincible Nets...

Synonymous with modern beauty, *EDERER'S INVINCIBLE SPORTS NETS ARE MOST POPULAR.* Because of their exacting manufacture and advanced features to assure long, durable wear under most strenuous use.

INVINCIBLE NETS are found on the recreational fields and in the gymnasium of many firms participating in the physical fitness program.

The demand is great and our choice would be to supply this need, but, due to present restrictions, our supply of *INVINCIBLE SPORTS NETS* has been diverted to Army needs only, and when all restrictions are lifted, we will be happy to meet the demand and render the service on which our reputation has been built.

YOUR DEALER WILL SERVE YOU

R. J. EDERER COMPANY
"Invincible" Sports Nets
Home Office: 540 Orleans St. Chicago, Ill.

• *From Page 29*

that modern industry prefers on its payrolls.

Thus industry, by becoming a sponsor of flying, will be contributing in several ways to its own progress.

Before the war, the cost of keeping a private plane in the air ranged from $6 upward per hour. Mostly, for planes that could be used commercially, the cost started at $15. Those planes cruised, in practical use, at around 100 m.p.h. The biggest cost was not in plane or gasoline or oil, but in maintenance and depreciation. Cost of operation of the light plane averaged about $7 an hour. Somewhat larger planes such as the Fairchild 24 ran from about $15 an hour upward. Those costs are even today being lowered by industrial clubs, as will be later shown herein.

• SHE WAS HELPING to build military aircraft. Now she hopes soon to be flying her own. That ambition of this attractive member of an aircraft company's personnel is shared by literally millions of other women and men who until recently were engaged in war production but who now have the time and opportunity to get into the air with their own industrial flying clubs. If you haven't investigated this field, you're ignoring an around-the-corner development in industrial recreation. Industrial flying-club members can operate a 2-place light plane for only $2.50 to $3 per hour—as opposed to the $7 cost of the average non-industrial club.

And in recreational flying, the picture that is coming into focus for long-range planners of aircraft usage is only in part composed of club members who will fly small machines within limited radii of "air-parks"—a term now applied to smaller fields. They see, too, the prospect of group air trips—for fishing, other sports, or just plain sight-seeing—by industrial club members—and a definite prospect of such clubs maintaining resort facilities of their own within week-end flying range of home airports.

The growth of independent flying groups with 10 to 20 members per plane, has clearly shown the tremendous popular interest in learning to fly. Many such clubs have been organized by industrial workers in order to obtain flying instruction and solo flying time, leading, with less cost, up to a pilot certificate. These clubs now find they can operate a 2-place, 65 h.p. plane for flight instruction purposes for only $2.50 to $3 per hour, including insurance, gas and oil, maintenance and depreciation, as compared with the $7 average for all light-plane clubs.

Typical of the better organized current industrial flying clubs is that developed by Vultarians, Inc., the overall employe club of Convair in California. This flying club has attracted more starting employe enthusiasm than any other recreational activity there.

At present—only four months old—the

Vulturians' flying club has 150 members, including both men and women. The club is running two day-shift classes and a swing-shift class. Its members have been doing pre-flight work and are now ready to complete training since the West Coast ban on civilian flying has been removed.

"As far as employe recreation clubs go," reports John E. Hales, recreation director for the Vulturians, "club flying will soon be one of the most popular of all activities. Nothing else we have thus far undertaken has inspired initial enthusiasm equal to this activity."

Group Trips Open New Horizon

"The horizon of possible development for use of aircraft for group trips by members of industrial recreation clubs," one authority points out, "is very nearly unlimited. These clubs will make flying patrons of people who cannot or do not wish to learn to fly a plane. Such enthusiasts will simply go along for the ride. Their contribution to maintenance of club equipment will, however, be equal to that of the piloting members. The development of interest in this direction offers enormous possibilities."

We have mentioned only a few of the industrial flying-clubs now in existence. Allis-Chalmers, the big tractor firm, has a club of nearly 200. Motorola Radio's flying club is going strong now. There are many others. Individual interests vary widely from the youth who wants to do the flying to the mature man and woman who want to "go along."

So, with that interesting prospect in the immediate offing, it may be just as well to re-examine those future-development recreation-facilities plans to be sure they embrace space for air parks and hangars. And you'd be justified in considering the possibility of extending the future competition of your plant sport teams over a much greater geographical range.

Future flying activities will bring them both into focus. Approximately ten million men and women are coming back from the wars with things like that in mind. This is the flying age!

GEP-ACTIONIZED ROD

FOR THE DURATION..

we're working 100% for Uncle Sam. But . . . our engineering department is constantly experimenting with new ideas and materials to assure GEP's post-war line being first with the best and latest . . . as usual.

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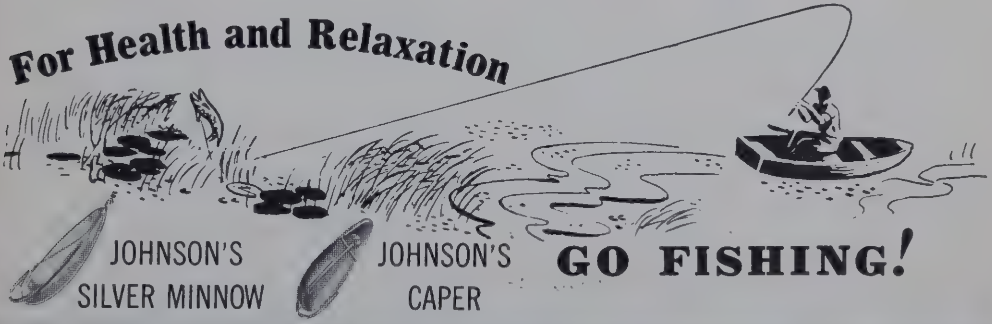

LOUIS JOHNSON COMPANY • 40-Q NORTH WELLS STREET • CHICAGO 6, ILLINOIS

Are You Promoting a

LIVING WAR-MEMORIAL?

1500 Communities are Now on the Active List

• WHOLE-HEARTED endorsement of "living" memorials for the service men and women of World War II has been received from every state, according to George M. Trautman, Columbus, O., Chairman of the American Commission for Living War Memorials.

"Over 1500 communities have signified their intention of building memorials that will increase the physical fitness of America", Chairman Trautman has announced. "In addition, many inquiries have been received from Canada, New Zealand, Cuba, Hawaii, Australia, Scotland, England, North Wales, and the Virgin Islands".

The Commission for Living War Memorials was created less than a year ago as a direct result of slight physical deficiences of a large percentage of the men called up by draft boards all over the country. The purpose of the commission is to encourage memorials that will fit into community life and at the same time contribute to the physical welfare of this and future generations.

Bartlett, Tex., a town of 2,000, is planning a gymnasium-community center as a war memorial. Appleton, Wis., is well on its way toward a similar memorial, a community building that will seat approximately 2500 people and include meeting rooms for service men and women, Boy and Girl Scouts and similar organizations.

At Oakland, Cal., a $600,000 bond issue was passed May 8 to cover the construction of five enclosed swimming pools to be dedicated as living memorials.

At Sharpsburg, Pa., there will be either a memorial athletic field or a recreation building. And down in Keerville, Tex., an active campaign has been under way for many months, backed by the Chamber of Commerce, to construct a memorial building that will include an auditorium, indoor playground or gymnasium, lounge and rest rooms and other facilities. Land has already been acquired and the building is being planned to fit into community growth for many decades. In Kerrville, no tax funds are being devoted to the memorial, since the local committee feels that, by using taxes, service men and women who own property would be paying in part for their own memorial.

A similar community center is well on its way in Lenoir, N. C. At Freeport, Ill., the American Legion has raised a large part of the necessary funds for a memorial home to be erected after the war.

In many communities, memorial parks and forests are being planned. The first dedication of this type of memorial was held on May 5 at Merrill, Wis., when the Merrill Memorial Forest was officially dedicated. While the American Legion Post of Eustis, Fla., is chief sponsor of a memorial building for that city, the building when completed will be available for all civic organizations and will include recreation rooms and afford a wide number of facilities for the entire community.

Brooklyn, N. Y., Pearl Harbor, and San Diego, Cal., are among the communities in the multi-million dollar class. At San Diego, a memorial program that will extend over a long period of years is in prospect, centering around a community building that will include, besides veterans' headquarters, a convention hall and an opera house. This memorial will be situated several blocks from the present civic center and plans include the widening of the street connecting the two to form an esplanade.

Among the many memorials that have already been completed and dedicated is the Rodger Young Memorial at Fremont, O. On March 25, high Army officials, Governor Frank J. Lausche of Ohio and

25,000 friends and neighbors of Private Rodger Young dedicated a park and swimming pool at Fremont as a living memorial to "all Infantrymen".

At Kalamazoo, Mich., a pretentious campaign got under way when a substantial gift was made by the father of Lt. Chester M. Angell who was killed in action over Sardinia. A recreation area with facilities for football, baseball and track will be dedicated when completed as "Angell Field".

At Burlington, N. C., an organization was formed some time ago and incorporated as "The Burlington Community Building Corporation". This group has already purchased a block of property near the downtown business district and when materials become available will build a recreation center as a living war memorial.

"A tremendous increase in national physical fitness is expected when these memorials are completed" Chairman Trautman observes. "This should be an everlasting monument to the courage and sacrifice of our service men and women".

• *From Page 33*

Leo C. Bertch; assistant treasurer, Arthur C. Snow.

Mr. Harrison, the new president, has been with Shakespeare 35 years holding various executive positions since 1914. Mr. Pomeroy, who succeeds Mr. Harrison as sales manager, was formerly in charge of the Rod and Bait Division. Henry Shakespeare has been president of the Shakespeare Products Co., a subsidiary, six years. He retains that post.

Frazar to Handle Ederer Net Exports

RECENTLY ANNOUNCED by R. J. Ederer Co., large sports-net producers of Chicago, is the appointment of Frazar & Co., 50 Church St., New York, as export agent to all foreign countries with the exception of South and Central America.

"We are particularly fortunate in securing the services of this company," said Mr. Walter Conklin, vice-president and general sales manager of Ederer. "Frazar & Co. have been prominent international merchants since 1834, and have the complete facilities and experience to give our customers in foreign countries the very best service in obtaining Ederer netting of all types.

Frazar & Co. can be reached through cable address "Frazar" New York, or through Code A.B.C. (5th Imp) Acme Bentley's Western Union.

—*A Sports World Digest*

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BEN PEARSON
CATALOG NO. 18

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Your Copy is Ready!

Archery Fans . . .
SOMETHING NEW!

This Catalog literally crammed with lore on your favorite sport and the equipment for it. LOOK: Complete Archery Sets from $1.95 up to the finest! Complete ranges in bow sizes and "pulls" for men and women! Tells what you need, how to use it! Equipment by PEARSON's *Master Craftsmen!*

Write for Your Free Copy TODAY!

BEN PEARSON CO.
4th and Orange, Pine Bluff, Ark.

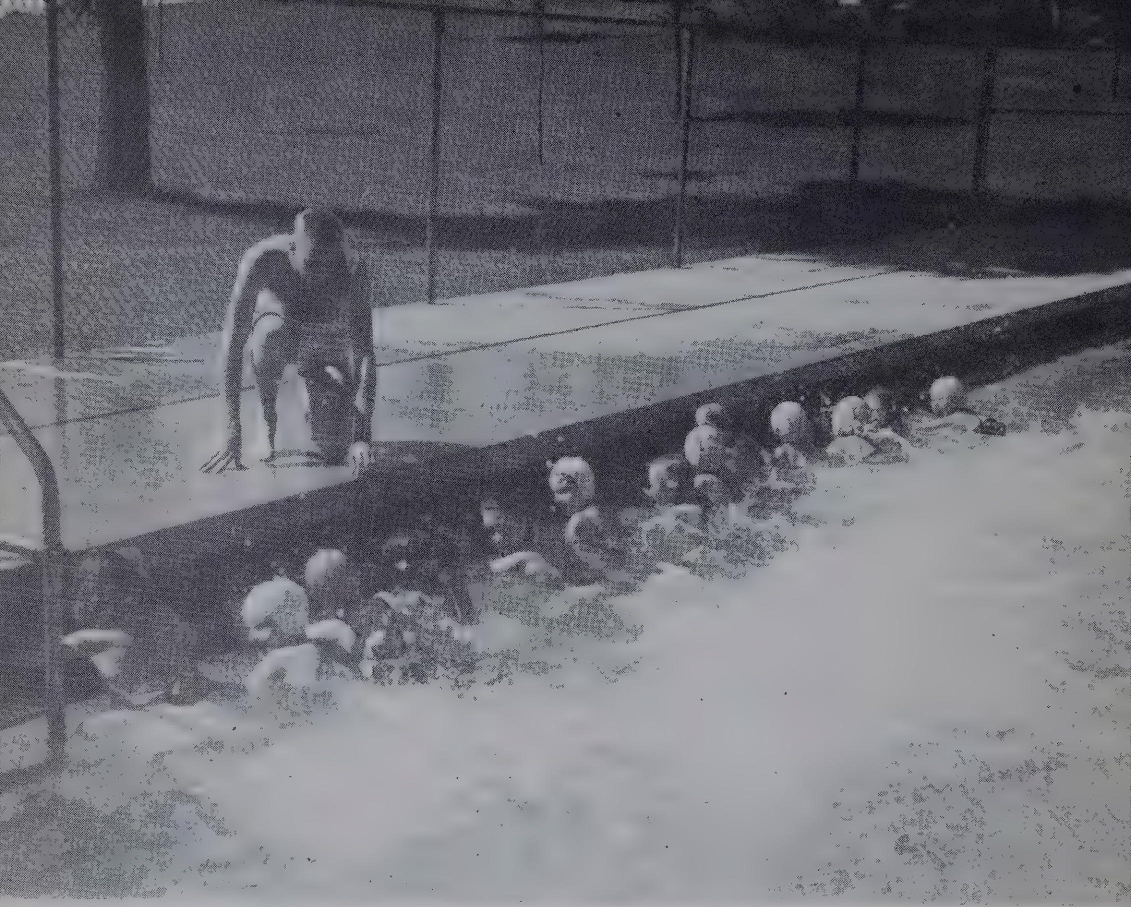
How TO HIT THE FASTEST DRIVE IN TENNIS!
FREE! TENNIS BOOK
TRU-KROME
THE "WELDED" GUT TENNIS STRINGS THAT PLAY FASTER LONGER
Get Walter Senior's book "How to Hit the Fastest Drive in Tennis."
THOMPSON MFG. CO.
45th & Packers Ave., Chicago

Grand Slams & Sluggers are Coming!

HILLERICH & BRADSBY's first post-war sales meeting took place September 1 to 8 in Louisville. It embraced the gentlemen in the accompanying picture. (See page 47)

All matters affecting manufacture and distribution of Louisville Grand Slam golf clubs and Louisville Slugger baseball and softball bats were thoroughly covered.

Special attention was given to working out a plan that will assure equitable distribution of stock until such time that orders specifying larger quantities of Grand Slams and Sluggers can be invited from Hillerich & Bradsby's jobbing distributors.



• INSTRUCTOR BILL BACHMAN gives fundamentals in swimming to Dow Junior Athletic Club class at new Central Park swimming pool in Midland, Mich.

• *From Page 11*

ident of The Dow Chemical Company who is known for his humanitarian and civic interests, became involved in a casual conversation, at a Chemical City (Midland, Mich.) A C club meeting, in which the foregoing views were expressed. Dr. Dow for some time had been inspired to form a local club for boys where athletic training would be provided in an environment of citizenship development.

His listeners, with enthusiasm, took up where he left off. It was here that a working plan for the Junior A C was formulated. This boys' club would be voluntary, operate outside of school hours, and would stress development of local athletic talent for the high school and for the clubs' own amateur A C teams.

A Noted Scientist Started It

Dr. Dow's spark thus started a series of inquiries by athletic-and civic-minded members of the Chemical City A C. A survey was made regarding needs, and probable effect such a club would have upon the community. It showed an athletic-training neglect of youngsters from the 4th to the 6th grades. The schools were doing their part, but nothing much in facilities or purposeful interest was evident after school hours. Boys then played on the street corners and engaged in unknown activities. They were not controlled. Mostly their parents were employed.

Proper supervision and guidance were lacking. The Community Center was already overtaxed with primary activities.

An A C member was assigned to contact various civic agencies and influential citizens and ask them to serve on a committee to found the proposed club. On this committee were members of the Juvenile Coordinating Council, the Midland Public Schools, the Community Center, and primarily The Dow Chemical Company.

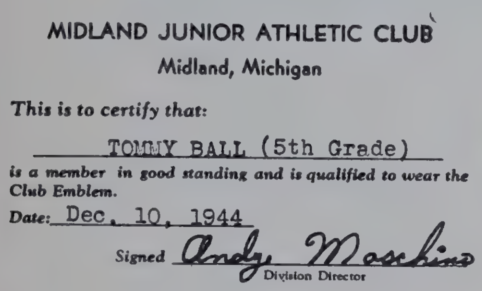
In the meantime, The Dow Chemical Company, contemplating some of the practical problems which would arise, selected three men who well qualified in athletic instruction and in the handling of boys, and offered the services of these specialists along with a plan for meeting expenses necessary to operation and promotion of the club.

Club Open to All Boys

Their only condition of these donations were that the club be of free membership, open to all boys in the 4th to 6th grade age-bracket, regardless of race, creed, or color; and that citizenship training should be stressed along with sports. Since the club idea was originally created through the older A C group, naturally athletic development would be dominant. The offer was accepted.

Since the club was an offspring of the adult A C group, the name "Midland Junior A C" was adopted. Two grade-school gyms were selected in centrally located districts for activity centers. It was here that the boys also enrolled.

An amazing thing, in view of the voluntary nature of the club and the fact that it was to be active only after school hours, was that 98% of the total number of boys attending the city's public schools signed



MIDLAND JUNIOR ATHLETIC CLUB
Midland, Michigan

This is to certify that:

TOMMY BALL (5th Grade)

is a member in good standing and is qualified to wear the Club Emblem.

Date: Dec. 10, 1944

Signed Andy Moschino **Division Director**

• MEMBERSHIP CARDS such as this are awarded to all Dow Junior Athletic Club members who earn 10 Activity Honor Points. This helps maintain active interest. Possibly 250 such cards will be issued during the 1945-46 basketball season. Special sleeve-emblems are given to all members who earn 25 activity Honor Points. Last year, 187 of these awards were issued.

What's Current in Recreation Equipment

TO fill innumerable requests from readers for the latest possible information on currently-available sports and recreation supplies, AIM will introduce in its coming November Number a special department devoted to this subject.

EQUIPMENT manufacturers are requested to provide this magazine with descriptive matter and photographs of all new supplies, and also to submit information on standard equipment that is again being produced. This material should be directed to

Editorial Department

AIM

MAGAZINE

343 S. Dearborn, Chicago 4

• DO EMPLOYE-PARENTS get a bang out of the Dow Junior Program? The crowd attending this weekly inter-league game of the Dow Junior Athletic Club would certainly suggest they do!

up for membership! At present there are about 350 boys with active memberships.

Upon enrolling, the boy is told to go to the school he wants to attend for his club activities. Instructors are assigned to each district activity-center. They are under the supervision of The Dow Chemical Company athletic coach.

The instructors have a challenge in holding the interest of boys who naturally would drop out if the program did not appeal to them. To combat loss of interest a seasonal schedule of sports instruction and activities has been installed, and incentive awards are offered for various achievements.

First League Had 26 Teams

A 26-team basketball league was organized last year for play each Saturday morning at the Senior High School. During the week, the boys meet twice with their respective grade divisions to be coached in the fundamentals of seasonal sports.

From time to time at the meetings there are movies, hygienic lectures, sport-rules discussion and quizzes, and simple talks on development of the body.

Good sportsmanship and clean living are stressed, along with conduct expected of sportsmen in the home, school, and the community.

The value of the club proved itself from its beginning. Problem boys and "bad actors" rapidly began to correct themselves. The boys place a high value on club membership.

Their ego is satisfied, because opportunities are many for the display of any talent they may possess. Knowing that they are under proper guidance and that the club has been approved by their parents and the community, the boys are more than willing to cooperate fully in all club activities. They approve their own rules and inflict their own penalties.

Various so-called "varsity teams" from each grade are selected to represent each district in each sport. These teams are selected weekly according to ability and to the improvement each member shows.

The varsity teams also meet in a championship series conducted at the half intermissions of Senior A C team games.

The Junior A C games have met with great success with the fans. The boys strive for this added honor each week with zeal. As a result, the turnout of boys at each meeting is very large.

An activity merit point system was devised to keep all boys interested. This system has proved an interest-retainer for boys who lacked confidence in their ability at the start, and those who similarly were not well adapted to certain sports.

The system allows each boy an evaluated number of points for attendance, taking showers, good sportsmanship, passing grades, participation in individual drills and games, achievement and progress tests, practice of clean habits, and good conduct in the school, home, and community.

Point-records are kept of each boy's standing, and at the end of the season trophies, athletic monograms and awards are presented to the winners in each grade division at both districts.

Rivalry for these honors is keen. The point system has kept all boys interested in the club, whether or not they were athletically inclined.

Under careful coaching, backward boys, not realizing the improvement in their athletic talents, suddenly find themselves becoming more and more adept at various skills as well as more interested in participation, and before long they are competing with utmost confidence in their ability. Proper instruction, supervision, and guidance are key factors.

How Activity Merits are Based

Upon earning 10 activity merit points in the various ways mentioned above, the boy is given membership card. He then is qualified to earn the club insignia or emblem by adding 15 activity points.

It should be noted that while the incentives are not great in material wealth, they are of great psychological value. Every boy feels he is earning something which has been stressed as symbolic of valuable training for future living.

Without such awards it was felt that most boys would not retain their desire to participate. The activity-point system has proved highly successful.

Leadership and social angles of community life are brought out in the Junior A C in a rather distinct manner. Although team captains are responsible for team conduct and attendance at league games, at each club meeting the captains of the teams select lieutenants to take charge of team conduct during instruction and drill periods. Different boys are chosen as lieutendants each night.

Designers & Builders
OF
TENNIS COURTS
&
ATHLETIC FACILITIES
F. C. FEISE
NARBERTH, PENNA.

If the lieutenant succeeds in capably keeping his team under control, he is given an activity-merit point. If his team is rowdy or noisy, he does not receive the point.

Activities Stress Responsibility

This experience tends to develop leadership qualities and a sense of responsibility. It also promotes respect for proper authority by other boys on the team, for they know if they do not cooperate with each lieutenant or captain, they will be refused this same cooperation when they are acting as leaders of their groups.

A continual offender of this policy is dealth with by the other boys. They either mete out penalties in the form of deducting activity points from the boy's record, or put him through a mild fitting punishment, depending on the seriousness of the offense. There is no room for "sissie-like" characteristics to be developed here. No boys have quit the club because of claimed unjust punishment.

The boys feel they are part and parcel of the club. The club's success has caused its expansion into the 7th and 8th grades of the school system. Thus it provides continuous sports training and social experiences from the 4th grade through to high-school level.

The boys know there is no other city or community or club that offers such present interests and future advantages as their own Midland Junior A C.

IDEA CLINIC

Activities Notes from Bulletins of The Industrial Recreation Association

NEW TENNIS SETUP IN LERC PROGRAM

• BECAUSE OF THE wide range of talent signed up for the 1945 Lockheed Employes Recreation Association (Lockheed Aircraft, Burbank, Cal.) tennis tournament, this year's net classic is being split into two divisions in order to balance off players on a more equal basis and extend the length of play so a greater number of matches may be staged. Division between Class A and B players will be determined by the tennis committee on the basis of month of playing experience. A special invitation is extended to the "average" players in the announcement that tournaments within the respective plants will be a part of this year's season with the winners moving into all-plant competition and a chance at the championships. Two weeks' time will be given all contestants to complete each match and get results to the tournament committee.

SWIMMING CLASS SEASON AT N. C. R.

• SWIMMING CLASSES are an annual event at Old River, recreation grounds at National Cash Register Co. (Dayton, Ohio). Last year's class had 158 boys and girls enrolled for the sixth annual swimming school. Classes are held for beginners, intermediate and junior life saving. Eight lessons, totaling 16 hours, were given each group by certified water safety instructors furnished by the local county chapter of the American Red Cross.

DON'T BE A "WATER-WING WILLIE!"

• WITH THAT ADMONITION, employes at Republic Aviation Corp. (Evansville, Ind.) are urged in the weekly Republic activities calendar to take advantage of an arrangement with the local YMCA for free lessons in a ten-weeks' swimming course. Competent instructors teach all those who register through the Republic Activities Desk.

BIKE CLUBBERS JAUNT AT BEECH AIRCRAFT

• BIKE CLUBBERS at Beech Aircraft Corp. (Wichita, Kan.) extend an invitation to all Beechcraft Employes Club members to join their group by announcing in the *Beech Log,* employe publication, the first "jaunt" of the season. On Wednesdays during the summer months the group meets at 6:30 p. m. at a local bike stand. Riders who own, rent or borrow bikes ride through the city, parks and surrounding countryside, viewing the scenery, and incidentally having fun and getting exercise. The program calls for a windup at the BEC Playhouse for a coke and a few dances or at times a picnic lunch at a favorable spot.

"WORLD'S OLDEST TENPIN LEAGUE"

• WHAT MAY BE the "oldest organized tenpin league in the world" is the grandad of all Westinghouse bowling organizations —the East Pittsburgh's Tenpin League formed in 1902 by a Westinghouse bowler who still bowls in the league. "Forty-three years young and still going strong, the East Pittsburgh league appears to be here to stay in the company's recreational picture," says the *Westinghouse Magazine* which featured photos of Westinghouse's veteran bowlers.

GROUP ACTIVITIES PUBLICIZED BY OWENS

• A DOUBLE-SPREAD of pictures with descriptive paragraphs was featured in a recent issue of *Fiberglas Yarns,* publication at the Owens-Corning Fiberglas Corp. (Newark, Ohio) presenting scenes of the variety of entertainment presented at recent "group meetings". Various

Plan Your Gymnasium Seating—Now!

–and be high on the list for V-J delivery

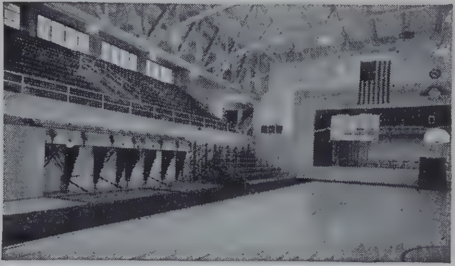
SAVE SPACE — USE

Universal

FOLD-A-WAY and ROLL-A-WAY
GYMNASIUM STANDS

They're built to fit your individual installation—assure harmonious uniformity—compact and attractive. Once installed they offer the advantages of a permanent installation and the space saving features of a portable or removable stand, without the attendant labor expense.

Capacity crowds can be comfortably and safely seated. When stands are not in use, they're folded or rolled away, making considerably more space available for practice courts, calesthenics, and other activities where all floor space is needed.



A UNIVERSAL FOLD-A-WAY Gymnasium installation with sections open for use—folded back—and fully closed, providing maximum floor space.

Because of present tremendous demands for UNIVERSAL Gymnasium Stands and Bleachers, immediate deliveries cannot be made. Insure yourself of earliest possible future delivery by placing your requirements with us now.

Send us the measurements of your present or proposed gymnasium. Our engineers will help you plan for Durability, Economy, Safety and Space Saving. Please address Dept. A-1.

Universal BLEACHER COMPANY
CHAMPAIGN — Bleacher Experts for 30 Years — ILLINOIS
606 SOUTH NEIL STREET

smaller groups within the Owens-Corning Fiberglas Club meet regularly for their own special functions in addition to the all-plant functions, such as open house, dances, etc. The March activities of the various groups included plays, dinner with group members preparing the food, a St. Patrick's Day dance, a fashion show, a talk by a returned air forces pilot, and a variety show presented by members of one group. Supervisors of one group prepared and served a spaghetti dinner to group members.

"KINGS AND QUEENS" HOLD BOWLING PARTY

• "KINGS AND QUEENS Bowling Party" was the name given to a mixed bowling tournament staged at Chrysler Corp. (Detroit, Mich.) early in May. Each of the 56 teams participating was composed of 3 men and 2 girls, making a total of 168 men and 112 girls, or 280 bowlers bowling at the same time. On a Saturday afternoon at 2 p. m., the bowlers met at a Detroit bowling center to compete for the individual and team prizes awarded on over-average pinfall. High teams go $37.50, $27.50, $17.50 and $7.50 for 1st, 2nd, 3rd and 4th places. Men's high single game and 3-high games were awarded $5 each, with the same prizes for the women participating.

HONOR SPORT CHAMPS AT SCOVILL

• A FULL PAGE of an early May issue of *The Bulletin*, publication of Scovill Mfg. Co. (Waterbury, Conn.), was devoted to "Meet the SERA Winter Sports Champs". Photos of the winners of the SERA cup, the girls' bowling champions, the local industrial recreation association basketball title-holders, the badminton tourney winners, the interdepartmental basketball winners and the winners of a pinochle competition.

WAR MEMORIAL

• THE RCA VICTOR plant (Indianapolis, Ind.) inaugurated an idea last spring that other plants may want to copy this season. Six flower boxes or plots were set up around buildings as memorials to the six RCA employes who have been killed in service. The boxes, which created much interest among employes, each contain a bronze, white-lettered plate giving the name of the Gold Star employe.

ADVANTAGE: RECREATION

• FAIRCHILD AIRCRAFT (Hagerstown, Md.) recently prepared a pamphlet for distribution to high schools in the surrounding territory as part of the company's recruitment program to secure new employes and traines.

Heading the list of "advantages of working at Fairchild" was "Recreation" and the statement: "You become a member of the Fairchild Employe Recreation Association at no charge and may participate in year 'round athletic and cultural events. Sports include basketball, bowling, softball, tennis, golf, swimming, etc."

S-C CLUB REORGANIZES

• THE S-C CLUB at Strömberg-Carlson Co. (Rochester, N. Y.) recently revamped its constitution with the objective of creating a plan to promote a well-balanced recreational program for all Stromberg-Carlson employes. The management of the club is now vested in an Executive Committee consisting of the president, secretary, treasurer, two members appointed by the Labor-Management Committee and the director of recreation activities. A board of managers is to consist of a member representing each of the approved activities. Expenses of the club will be met by 10c per month dues, from profits from entertainments, and from funds from the Stromberg-Carlson Co.

GOODYEAR STAGES GOLF CLINIC

• HIGHLIGHTS of a golf clinic planned for early in May at Goodyear Akron (Ohio) were talks and demonstrations by two Akron pros, and the attendance of an outstanding "name" professional fresh from the winter circuit. All Goodyear men and women golfers were invited to attend this session for which there was no admission charge. One of the pros discussed and demonstrated the latest wrinkles in tee shots and putting, and another talked on golf etiquette. League rules for the year were explained by the director of the league program.

With its November Issue—

AIM WILL BE BIGGER!

The original plan of AIM's publisher, Dr. William P. Jacobs, announced when the magazine first appeared in the industrial recreation field in 1944, was to increase trim size of the magazine just as soon as paper supplies were increased. This increase in size will become effective with AIM's coming November issue. The new trim will be 8 by 10-¾ inches. Advertising spaces, effective with that issue, will be increased from present dimensions to the following:

New Ad-Space Dimensions in Inches:

	Width	Depth
Full Page	7	10
Half Page Horizontal	7	4-15/16
Half Page Vertical	3-7/16	10
Quarter Page Vertical	3-7/16	4-15/16
Quarter Page Horizontal	7	2-3/8
Eighth Page Vertical	3-7/16	2-3/8
Eighth Page Horizontal	7	1-1/8
Bleed sizes will be:		
Full Page	8-1/8	11
Half Page Horizontal	8-1/8	5-3/8
Half Page Vertical	4-1/16	11

(Type must not be closer than 1/4" to bleed margins)

The foregoing tabulated data will be required by advertisers in preparing copy and cuts for the larger size trim.

AIM

Chicago • Cleveland • New York

Published at Clinton, S. C., by

JACOBS PRESS

• *From Page 16*

and working in additional games on the road over the week-ends.

Those three clubs draw an average of more than 100,000 persons to the athletic field annually.

In winter months, the association rents a local gymnasium for men's and girls' basketball, which draws an average season attendance of about 20,000 persons. The association is an active member of the Central Association of the Amateur Athletic Union and the teams, which play A.A.U. basketball, have won numerous honors.

The bowlers, men and women, have themselves quite a time each year. During the 1944-45 season they had 21 organized leagues in full swing, not to mention a general handicap sweepstakes.

The men's glee club reaches a peak each spring by presenting a minstrel show, repeating its performance five times in Peoria's largest available auditorium. The same schedule holds true for the mixed chorus which annually sponsors a fall operetta. The band presents periodical concerts during the winter months in addition to playing for special events. Its special prides are the Palm Sunday concert and a Christmas show for children at which Santa Claus distributes gifts.

• THERE'S 'POETRY OF MOTION' in this action between a Caterpillar girls' team and opponents from a neighbor industry. And note the crowd!

• DRAMATICS constitute a highly popular Caterpillar activity. This fair performer from the firm's personnel is readying up for an appearance on the stage.

• NIGHT SOFTBALL continues through the summer on Caterpillar's lighted field.

As might be expected, the golfing end of the program operates on a vast scale, the tournament. Horseshow courts for exponents of the one-time barnyard sport are provided at the athletic field and the company is represented in an industrial league of ringer hurlers.

The rod club performs at a local pool or in Caterpillar Bay on the Illinois River during the outdoor season, and operates indoors during winter months. A dark room is provided for camera club exponents and there's a display window to exhibit prize shots.

Tennis players conduct their own events on Peoria park courts, the chess and checker addicts gather regularly and the boxers often stage team matches and have made a good showing in Golden Gloves tournaments. The Gun Club is ever-active and the riding club remains constantly popular.

It is of course important that second and third shifts be given every possible chance to participate in various activities. Softball and basketball enthusiasts who work at night literally "play for breakfast." They have regular schedules for their leagues and usually name their own plant champion with a playoff game. Day shift employes operate their leagues during evening hours. Champions in these leagues are given as much attention by the company as those who represent it in outside competition.

These activities are liberally publicized in words and pictures, both in the employes' news organ and the press of the community. Bulletins are posted throughout the plant, advertising coming attractions and in the event of a sudden postponement every effort is made to place this knowledge promptly before the employe so that his plans for recreation may be changed.

There's no doubt in the mind of anyone at Caterpillar that industrial recreation is an essential. It has proved itself, both before and during the war, and the Activities Association, with the blessing of the company, is looking forward to new heights to conquer when peace comes.

• *From Page 19*

jority of pond bass caught will vary in weight from 12 ounces to 2 pounds.

What the Bass Eat

Small bass feed on water fleas and small aquatic animals; large bass feed mainly upon small fish, crayfish, frogs and winged insects.

As explained in an earlier article, the presence of bass in a pond or lake will prevent its over-population by bluegills and thus the "runting" of those fish.

Bass as small as six ounces have been known to spawn when one year old. Eggs are laid in the mid-and late spring season. Nests occur at depths of from six inches to four feet. While larger, they are quite similar in construction and shape to the nests of bluegills. They do not, however, occur in groups.

Crappie as Pond Fish

The crappie can be raised very successfully in ponds. This species apparently prefers deeper water, but it is found in ponds having a maximum depth of four feet. Meat of crappies raised in the South is soft but of good flavor. Colder water apparently produces a firmer fish.

In shallower ponds, crappies may be taken every month of the year, but the peak of crappie fishing is in spring and early summer. The maximum size common to ponds is between four and five pounds. The average pond crappie will weigh from eight ounces to 1½ pounds.

Crappies as small as two ounces have been observed to spawn when one year old.

The Cat—Everybody's Fish

Many pond owners like catfish because they can be taken easily on hook and line and will bite when the water is too muddy for bluegill or bass fishing. The catfish is popular for another reason, too: It has relatively few bones and thus is easy to eat.

Channel cat *(Ictalurus sp.)* and yellow or Appaluca cat *(Pilodictus olivaris* Raf.) usually fail to reproduce in ponds.

The yellow bullhead and the speckled cat *(Ameiurus nebulosus marmoratus* LeS.) are best suited, for raising in ponds, of the species so far exposed to experiment. These cats have, however, proved less satisfactory than bluegills in farm ponds and are not ordinarily recommended for farm-pond water.

The next instalment of this series of articles on the experiments of Drs. H. S. Swingle and E. V. Smith will provide exact data on qnantities of fish to be planted in given areas of water.

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GRAND SLAMS AND SLUGGERS

● FRONT ROW—Kneeling: Bill Kaiser, Vice President in Charge of Pro Golf Sales; Doug Gray, Advertising; Bill Schoonbaechler, Credits; Frank Ryan, Sales; Lou Hubbuch, Assistant Treasurer; Carl Gliessner, Sales; Jack McGrath, Advertising. MIDDLE ROW: Ward A. Hillerich, Executive Vice President; Charles Quick, Purchasing; Dick Sawyer, Sales; J. A. Hillerich, Sr., President; Herb Heimerdinger, Golf Factory Superintendent. BACK ROW: John Fox, Sales; Art B. Birtles, Vice President for Production and Purchasing; Ed B. Reichmuth, Secretary and Treasurer; Clive Gilbert, Sales; C. J. Benkert, Vice President for Distributor Sales; J. A. Hillerich, Jr., Assistant Secretary; Henry Morrow, Pro Baseball Contact Man; Roy Hovatter, Sales. (See Page 37)

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Make Good Casting Better
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Over 80 Years Making Fishing Tackle
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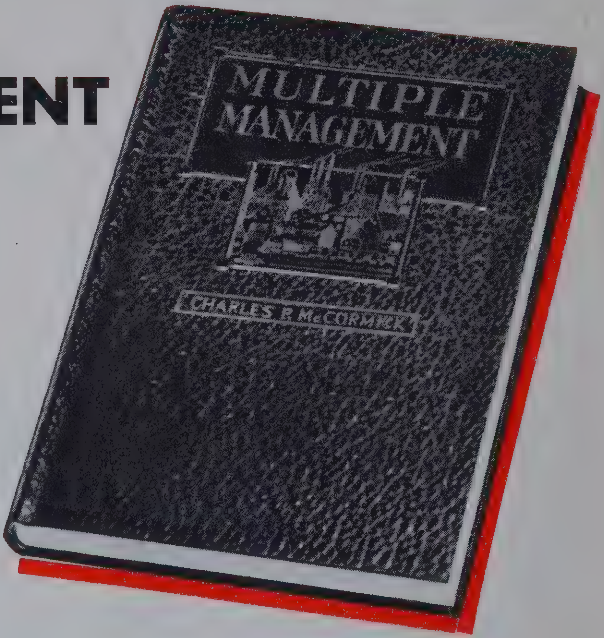
PFLUEGER SUPREME

"Bringing the spirit of sports to the world of business"

MULTIPLE MANAGEMENT

by
CHARLES P. McCORMICK



THE SAME SPIRIT of team-play that wins games on the diamond and gridiron can be generated in any business . . . that's the theme of this remarkable book by the president of a nationally known firm which has operated with outstanding success for thirteen years under Multiple Management. Not an impractical experiment . . . not just another "incentive plan" or "suggestion system" . . . Multiple Management has brought new vigor and new opportunities to hundreds of businesses throughout the world. Regardless of how successfully your business is operating today, we guarantee that you cannot put down this book without a new insight into the employer-employe relationships of the future. Handsomely bound, English or Spanish.

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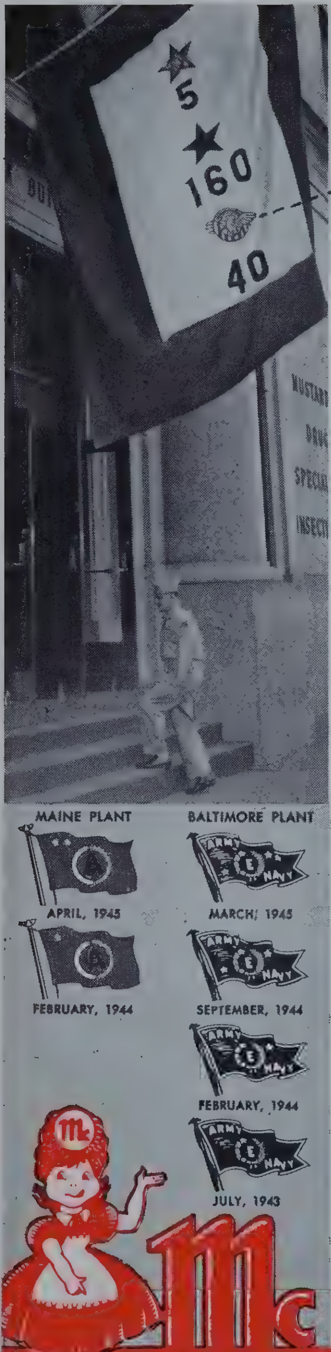
☞ **Index to Advertisers Appears on Preceding Page** ☜



Welcome home!

Of deep interest to every young man in business is the duty of preparing a place for returning veterans in which they will have the fullest opportunity to achieve the kind of future lives which their struggles and sacrifices so richly merit. Condensed to six basic points, here is the statement of policy evolved by the McCormick Multiple Management Boards, and sent to every McCormick man in service who had completed three months' employment with us:

1. ***Your job is guaranteed.*** You have only to make application within 90 days after your honorable discharge.
2. ***Your seniority status is assured.*** For employee benefits, such as Pension, Profit-Sharing Trust, Group Life Insurance, a year in the armed forces counts exactly the same as a year of service with the company.
3. ***You will receive all accumulated vacation pay.*** All vacation pay which you would have received had you been working here is being set aside for you in a special account to be paid to you upon your return to work, giving you an additional "nest egg" to add to your discharge pay.
4. ***Your interview will assure full consideration.*** Not just another impersonal talk with a personnel officer, you will be greeted by representatives of the Multiple Management Boards whose interest in your individual ambitions will be personal and genuine.
5. ***Your job and pay will be right.*** Many of you have learned new skills through special training, all of you have developed new qualities which should help you on your return. Full account will be taken of such growth in placing you. In any case, you are assured a job equivalent in status and pay to that which you had before entering service.
6. ***Special problems will be met.*** If, for any reason, you find it impossible to perform your former job the company pledges its full cooperation through job adjustment and training to find a place here for you.

This is our policy much condensed. Sincere interest in returning veterans on the part of management will assure these young men the opportunities we owe them. It is in this spirit that we say to our employees as they lay aside their uniforms —"Welcome home!"

McCORMICK & COMPANY, INC.
ORIGINATORS OF MULTIPLE MANAGEMENT
Baltimore 2, Md.

Spices · Extracts · Teas · Condiments · Insecticides · DDT Products

The "HIT-TUNE"

for Industrial Harmony

In tune with the times is Bowling — the year 'round rain or shine game of good fellowship that is today's No. 1 participant sport.

Firm friendships are made on America's bowling alleys — where labor and management join in clean group recreation.

Brunswick branch office representatives can assist you in the improvement of personnel relations with properly organized inter-department bowling leagues. Contact your nearest Brunswick branch, or write to our home office.

Brunswick

The No. 1 Name in Bowling

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IN

AIM

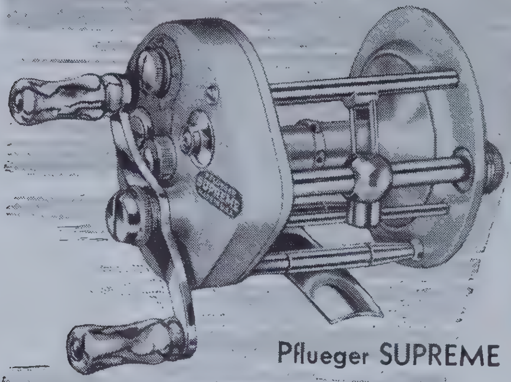
Equipment & Management Journal *for* Industrial Sports & Recreation

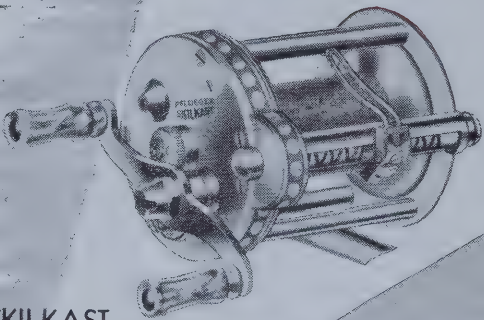
DECEMBER 1945

Industry Has Its Christmas, Too!

Scene from Christmas party at New Process Gear Corp. This year it will be reenacted in thousands of plants as Industry celebrates first peaceful Yuletide since 1939. Factories have depleted toy, and sport-shop stocks in preparation. Gift-giving will be supplemented by other social affairs.

PFLUEGER REELS


Pflueger SUPREME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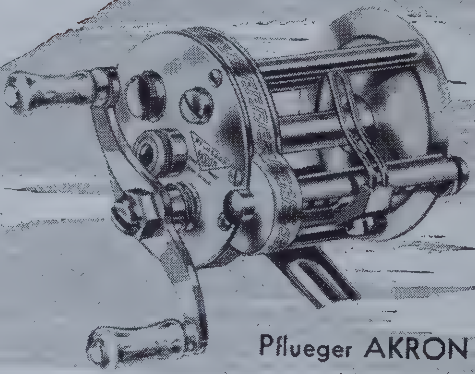
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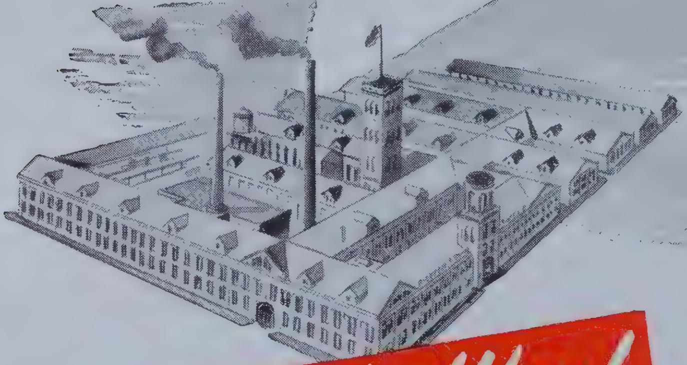
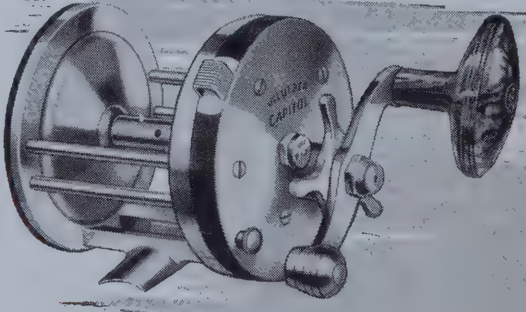


On The Way!


Pflueger CAPITOL

Anglers everywhere, fishing tackle dealers, and the rest of us at the Pflueger Plants in Akron, have all been looking forward with enthusiasm to the day when we could tell you that Pflueger Reels and Baits are again in production. That great day has arrived. But, production must be limited. Therefore, to best serve all customers, we shall distribute our available products as equitably as possible.

We are doing our best to make deliveries to your dealer.

The Enterprise Mfg. Co., Akron, Ohio

BAIT Action That Lures • REEL Action That Wins

PFLUEGER
(PRONOUNCED "FLEW-GER)
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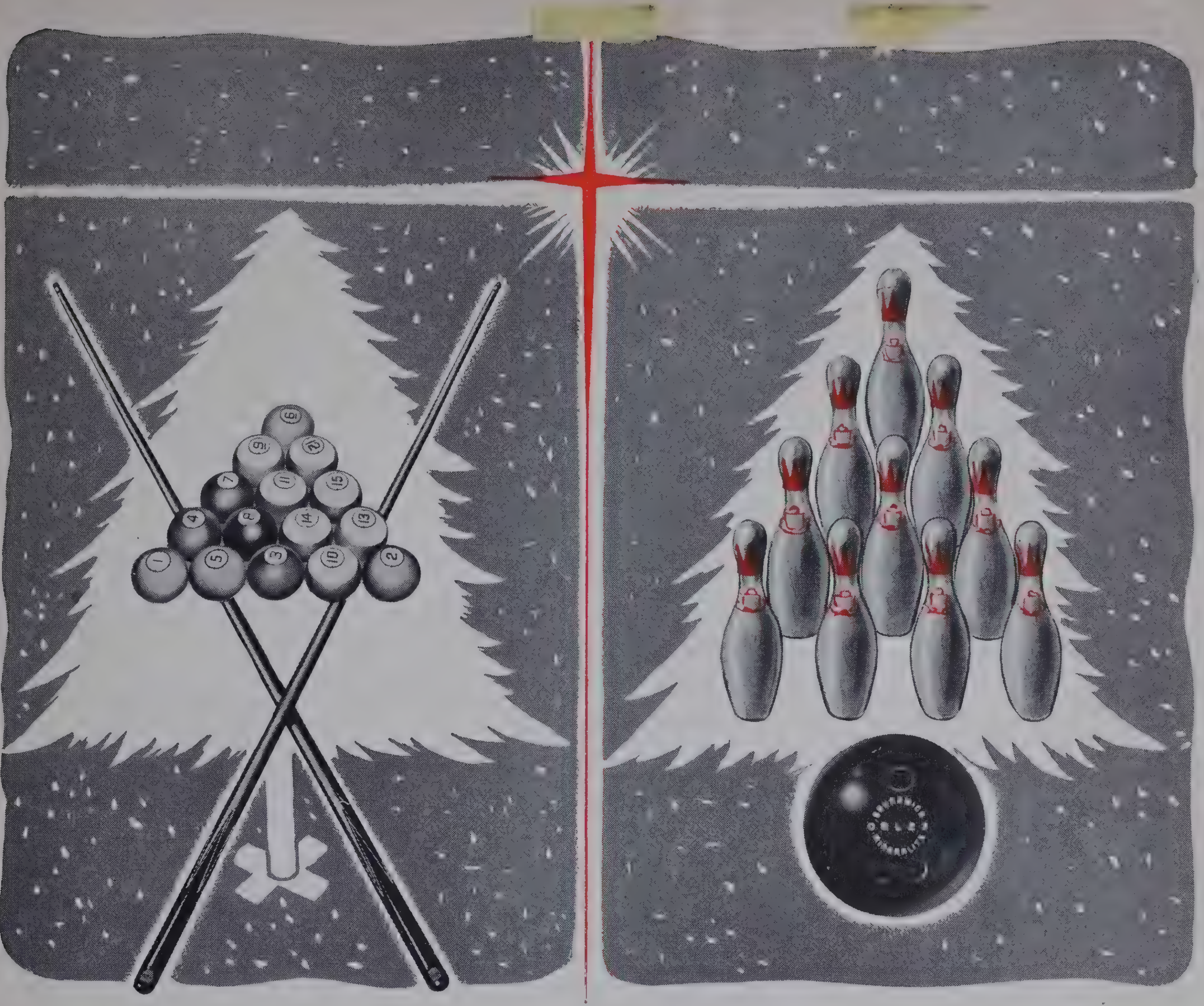

Brunswick's 100th Christmas

For the 100th time, Brunswick says "Merry Christmas"!

Throughout its hundred years of close association with clean, competitive recreational activities, Brunswick has had unfaltering faith in the ability of wholesome sport to improve human relationships and friendly understanding.

Today, as we all face the problems of re-gearing our world to peaceful better living, we persist in our belief that the people who can play well together are the people who will work together most efficiently for constructive human progress.

Bowling and Billiards—America's favorite year 'round, rain-or-shine participant sports—will contribute their full share toward this objective.

100 YEARS OF SERVICE
DEDICATED TO THE FAMILIES OF AMERICA
1845 BRUNSWICK 1945

1845 - OUR FIRST HUNDRED YEARS OF SERVICE - 1945

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• **INDUSTRIAL GOLF REACHES NEW CEILING:** This year Industrial Golf, long in progressive stages of development, really went to town in national popularity, despite ball, club and bag shortages. There were industrial tournaments on the Coast, in Chicago, Detroit, Cleveland and other inland cities, and in Eastern Seaboard centers. A national is planned when travel restrictions are removed. The players here are members of the Lockheed Employes' Recreation Club that stages 3 yearly tourneys, and has a total membership of about 500.

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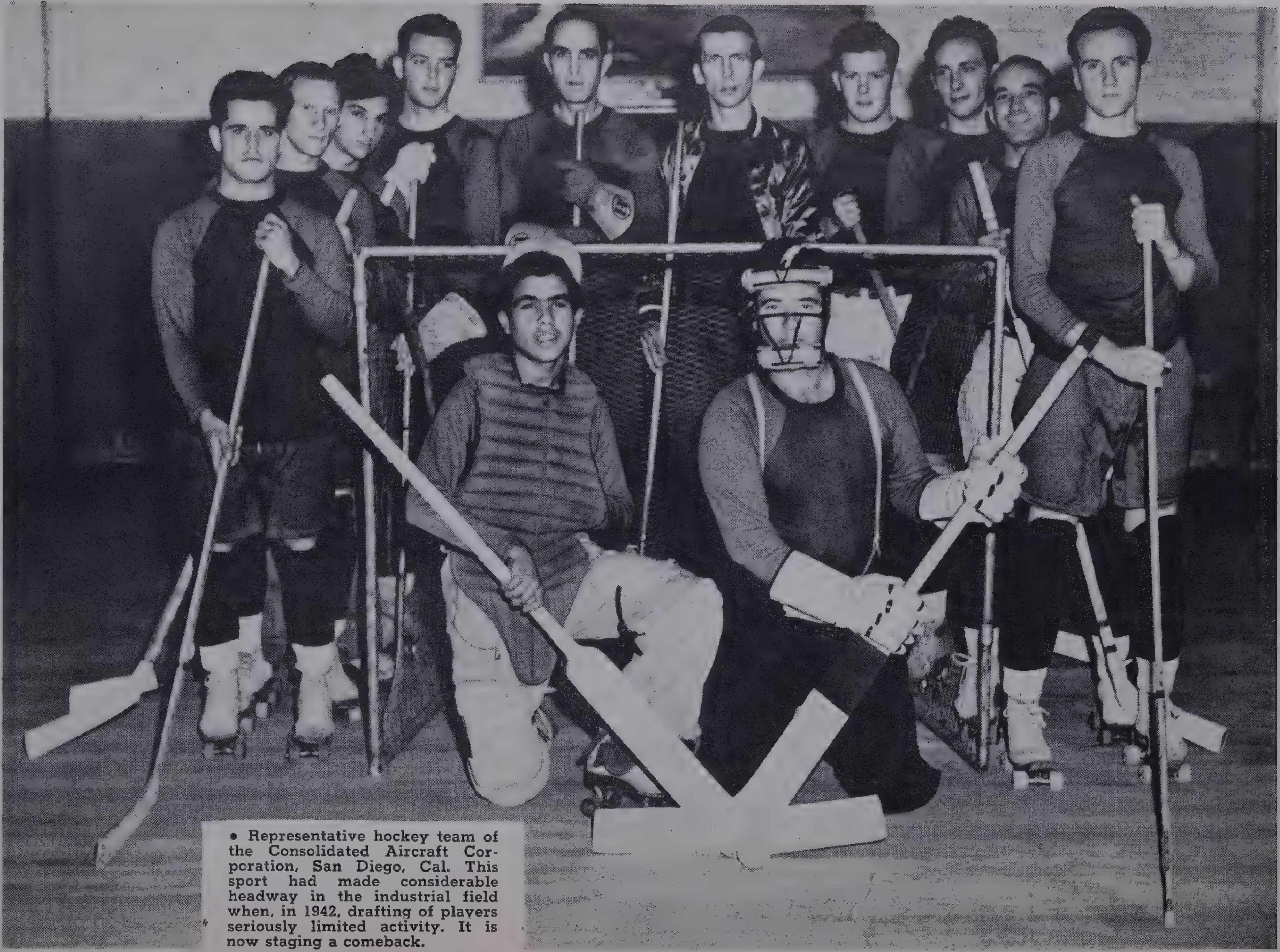
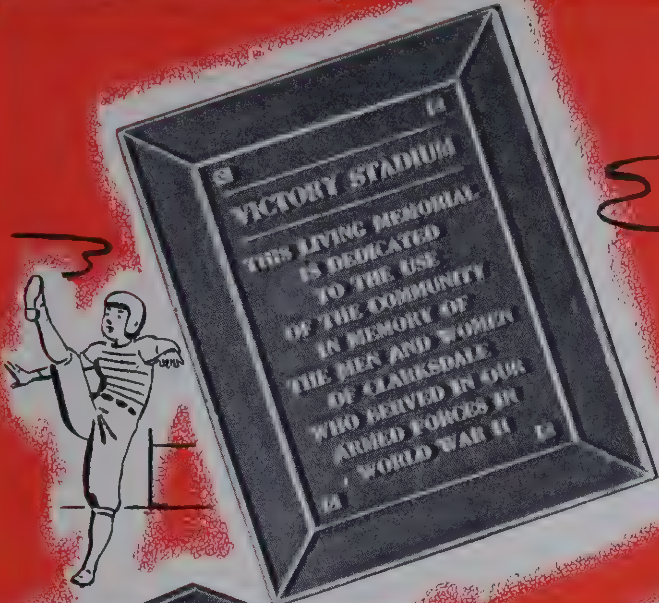
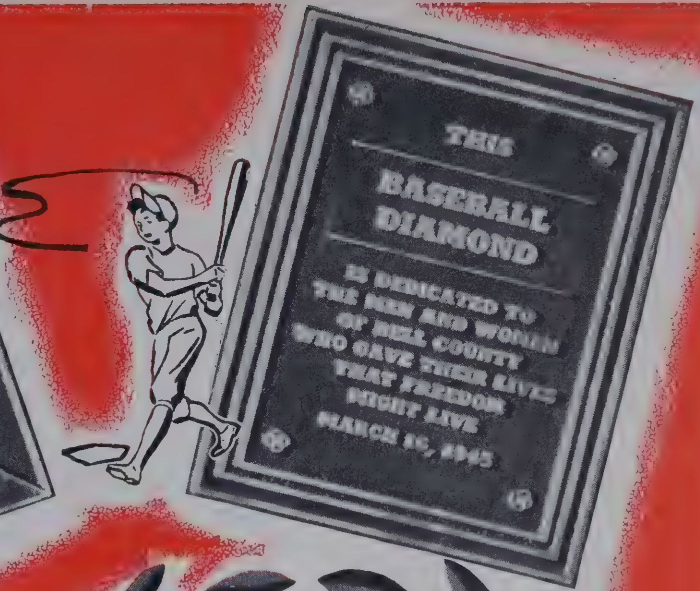
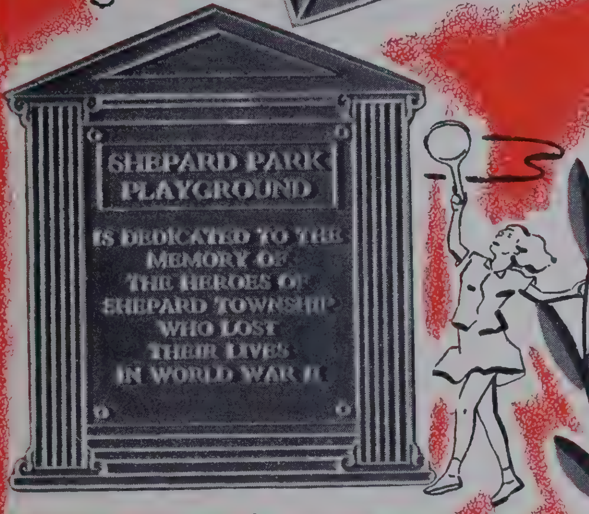


• Representative hockey team of the Consolidated Aircraft Corporation, San Diego, Cal. This sport had made considerable headway in the industrial field when, in 1942, drafting of players seriously limited activity. It is now staging a comeback.


VICTORY STADIUM
THIS LIVING MEMORIAL
IS DEDICATED
TO THE USE
OF THE COMMUNITY
IN MEMORY OF
THE MEN AND WOMEN
OF CLARKSDALE
WHO SERVED IN OUR
ARMED FORCES IN
WORLD WAR II


THIS
BASEBALL
DIAMOND
IS DEDICATED TO
THE MEN AND WOMEN
OF BELL COUNTY
WHO GAVE THEIR LIVES
THAT FREEDOM
MIGHT LIVE
MARCH 16, 1945


SHEPARD PARK
PLAYGROUND
IS DEDICATED TO THE
MEMORY OF
THE HEROES OF
SHEPARD TOWNSHIP
WHO LOST
THEIR LIVES
IN WORLD WAR II

THIS
GOLF COURSE
IS DEDICATED
BY THE CITY
OF HILLTOP
IN MEMORY OF ITS
SONS AND DAUGHTERS
WHO SERVED
OUR NATION
IN WORLD WAR II

This **time—**
let's dedicate
MEMORIALS
THAT
LIVE!

This message is published by the Hillerich & Bradsby Company in furtherance of the plans of The American Commission for Living War Memorials to build "living" memorials following America's victory in World War II. Inquiries regarding the work of this commission should be addressed to Mr. George M. Trautman, 30 East Broad St., Columbus, Ohio.

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Let's Fight Juvenile De

The great American program for the encouragement of participation in sports and exercise has as its prime objective nationwide individual interest and pride in physical fitness.

It is generally recognized that this program can attain this positive objective only through community leadership in organizing programs and providing adequate convenient facilities for sports and games.

We agree with those experienced leaders in the field of public recreation who insist that the promotion of appropriations for the establishment and expansion of such programs and facilities should be based primarily on the positive benefits that individual citizens and the nation as a whole will derive from healthful recreational activities.

There can be little question, however, that because the success of such plans rests wholly upon community initiative, the community organization of a sports program can be directed also toward solution of local juvenile delinquency problems.

What is Juvenile Delinquency?

Delinquency in the behavior of individuals is of many kinds, but as the U. S. Department of Labor points out in its Children's Bureau Publication 300, entitled **Understanding Juvenile Delinquency,** "The delinquents who challenge our thinking most are those children who refuse or are unable, for one reason or another, to conform to society's demands".

The answer, the Bureau says is, "They must learn to repress impulses that are socially disapproved . . . They must be taught to behave according to prescribed conventions."

The Children's Bureau shows that the family influence must necessarily be the greatest force in **civilizing** the child—but the school also can be a potent factor as can other more general community influences, such as recreational facilities and constructive recreational programs.

BOOST THE
WAR MEMORIALS THAT LIVE
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209 S. State Street

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linquency . . . *With Sports!*

The Influence of Sports

On school and public playing fields competent leadership brings youngsters, in the most natural and attractive way, under the influence of discipline and diverts their excess energies into character building activities. Along with improved conditions in the home, it has been proven that competitive sports can interest youngsters in developing mental and physical skills, can instill in them the principles of self control, courage, cooperation and fair play.

In large cities, games organized in the streets must often be broken up by police for the sake of the youngsters' safety. Unless other playing fields or playgrounds are conveniently provided, the groups will meet on street corners or in vacant buildings and plan activities that may lead to crime.

Police, judges of juvenile courts and many social workers directly concerned in improving these conditions agree that the provision of adequate facilities for sports and the organization of athletic clubs and programs produce definite results in the control of juvenile delinquency.

Every Community Can Help

This offers an additional incentive for every community to develop local leadership for immediate participation in the national movement to improve physical fitness in America through improved facilities for sports and recreation. Many American communities have organized Mayor's Committees on Sports and Recreation. All should do so, and all interested community groups should be represented on this committee, including the young people themselves. In the large cities, in addition to the Mayor's Committee, neighborhood committees should be organized.

Surveys of local existing facilities and programs should be made, together with a survey of the needs of the community, and finally a plan of action should be mapped out in regard to expansion of facilities and programs and the supplying of the necessary leadership.

War conditions have intensified our problems in regard to the restlessness of youth and the craving for excitement on the part of teen-agers. Now is the time to act. It is just as important that we provide the opportunities for a worthy use of their free time, as it is to provide the opportunities for instruction in academic learning.

Athletics and Recreation"

INSTITUTE, Inc.

ORGANIZATION

Chicago, Illinois

G. H. HAMACHER, Sec'y-Treasurer

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★ *KeepFit* ★
THROUGH
ATHLETICS AND RECREATION

The Magazine of Industrial

AIM

for American Industrial Manpower

Sports and Recreation

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Publishing Staff

William P. Jacobs	Publisher
Ames A. Castle	Editor
Col. Harry McSween	Press Representative
John F. Norris	Business Manager
Edwin S. Baker	Associate Editor
Dr. M. W. Brown	Educational Advisor
Leila Johnson	Circulation Manager
Philip J. Hackett	Adv. Representative
W. V. Hodge	Adv. Representative
Alfred Chadburn	Adv. Representative

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Departmental Offices

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December 1945

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Would You Like a

SPORTS-CELEBRITY TOUR FOR INDUSTRIAL PLANTS?

Here's an idea AIM *has had cooking for some time. Your encouragement and suggestions will be required for its successful execution. Read this proposed plan. Give us your reactions* NOW!

WOULD you be interested in participating in a service that would provide, at selected intervals, a series of sports demonstrators and lectures for your recreation program.

A series that would organize the best of available specialists on a national-tour basis, so that their time could be fully occupied from the day they began the tour until they completed it.

A service that would so organize the promotion that most of its cost would be borne by equipment producers as a means of cultivating markets and advertising their products?

If you would, please tell us *immediately.* Maybe we can do do something about it!

AIM has had this plan under consideration for some time. The idea has been discussed with equipment producers and their interest has been secured. Its application has necessarily been delayed, however, until conditions in industry and in travel became more normal. That period has just about arrived.

The substance of the plan is this:

The Plan in Brief

(1) AIM's editorial staff would serve as a booking agent for the procurement and organization of exhibition and instructional talent in all possible sports and activities.

(2) National and regional tour circuits would be organized on the basis of clients—industrial recreation clubs—that wished to obtain the service.

(3) A small fee may be charged against the industrial clubs to cover the actual cost of booking service.

The fee under consideration would be $50 a year. This is not a definitely selected figure. It may be insufficient or it may be possible to function for a lower cost. Further discussion, and test, would provide the answer. The difference in cost would be borne by factories employing these specialists to popularize activities in which their products are used.

Hypothetically, the service would work out like this: The industrial recreation clubs would contract for service for a stated period of time. The service would, for this period, provide special weekly, bi-weekly or monthly attractions. These attractions would necessarily be selected by the booking agency, for the operation would have to be organized on a tour basis.

Thus one week, for example, your industrial club may receive lectures from experts in photography. The next, its attraction may be archery instructors and demonstrators. The third week may bring tennis instructors. The fourth, instructors in casting or shooting—and so on through the entire list of recreation activities in which specialists may be obtained.

Intent Would be to Instruct

The plant service fee would cover not only booking details but posters that could be used in advance to announce the coming attractions, and other items of operation that would have to be handled by the agency.

The intent of the program would be not only to provide entertainment but, primarily, objective instruction where instruction is desirable. In these cases, the specialists might spend two or more days at one plant, organizing and training monitors who would carry on instruction after their departure. The tour might also embrace specialists in club organization, financing, management.

Let's Have Your Ideas!

At this stage the plan is of course nebulous. Its organizing will require discussion and suggestions by and from recreation directors who are aware of special problems and needs existing in the industrial plants.

Thus the purpose of this announcement is to inspire and invite such discussion.

If you are at all interested, please give us your ideas. Tell us the special features that should be incorporated in the plan to make it ideally suit your needs. If you do not consider the plan entirely feasible, tell us that, too. Before proceeding, we want to be as certain as possible of success.

AIM's interest exists solely in creating a service that apparently is needed. Its plan, if launched, will be modified to agree with the special needs of the greatest number of readers. Before that can be accomplished, those needs must be catalogued and analyzed.

Write us today, please!

Editor.

With a Bit of Land and Modest Development Fund, You May Have

YOUR OWN SHOOTING RANGE

Here's how to plan it, what you will need, and what the complete layout probably will cost

By FRANK J. KAHRS

MANAGER RIFLE-SHOOTING PROMOTION, REMINGTON ARMS CO.

THE general public knows little or nothing about the sport of rifle shooting. That shooting a rifle at a target can be called a sport never occurs to the average man. This is particularly true of the city man, the chap who lives in the larger cities east of the Mississippi.

In the West, the situation is different. A larger percentage of Mr. Average Citizen is familiar with firearms. Familiarity has been handed down to him by his forefathers, who settled the West the hard way. He gets sport out of a rifle, whether he shoots game or at a target.

America's Half-Million Rifle Enthusiasts

In the entire country, there are today perhaps a half-million men and women, boys and girls, who own rifles and shoot at paper targets on indoor and outdoor rifle ranges. There are between 4,000 and 5,000 rifle clubs. Indoors the shooting is done at 50 and 75 feet; outdoors at 50 and 100 yards, and some even shoot at 200 yards.

Practically all of the shooting is done with .22 caliber rifles, costing from $5 up to $100 and more, depending on whether the rifle is equipped with telescope sights or just the regular peep or target sight which come with the rifle.

An excellent target rifle, especially for junior shooting, may cost between $25 and $50. As a rule, the juniors do not use telescopes; but the veteran shooters, especially the more expert, prefer the telescope because it aids in holding closer to the center of the target.

Telescopes run from about $15 to $75. It is also necessary to have a spotting telescope to help locate shots on the target. Here, again, one may invest from $5 to $75 or even more.

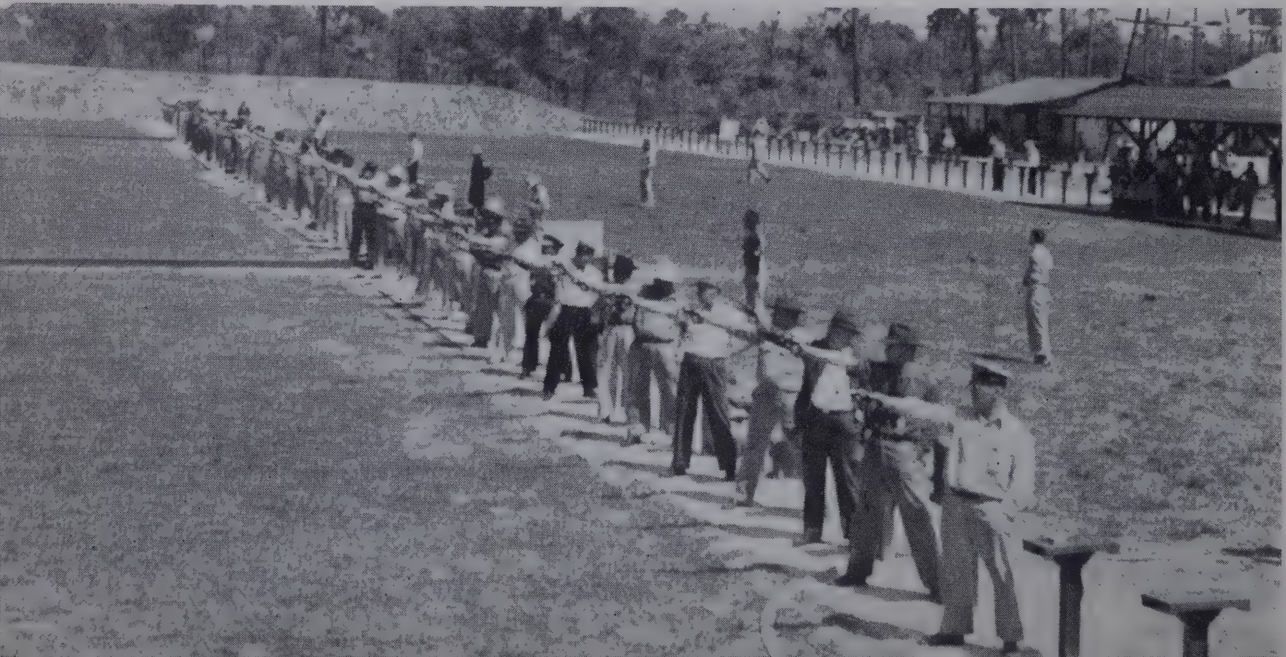
The standard .22 Long Rifle cartridge is used altogether. The cartridge being smokeless and non-corrosive, it is no longer necessary to clean the rifle after it has been fired. This ammunition comes neatly packed in boxes of 50 and usually costs around 35¢ or 40¢ a box. Special "match" cartridges for the experts run between 40¢ and 50¢ a box. The cost of the paper targets is negligible. Depending upon the size, it might cost between 1¢ and 3¢.

Range May be Built Anywhere

It is rather interesting to know that a rifle range may be built almost anywhere. If indoors, it is necessary to have either 75 or 100 feet length and at least 20 feet width; 25 feet being better for width because five shooters may fire at one time.

To build an ordinary rifle range requires very little in the way of material. At the end of the range where the bullet hits after passing through the paper targets, there

• The firing line at the Tampa Mid-Winter Championships, which is typical of most pistol firing lines. Note wooden table provided for each shooter as a convenient resting place for gun and ammunition. Approximate cost of duplicating this line would be $250. Another firing line is shown in right background.



must be what is called a backstop, consisting of ⅛- or ½-inch steel sheets set at an angle to deflect the bullets downward into sand, sawdust or other soft material to hold the lead particles. The cost of a backstop depends upon whether it is built by club labor or a contractor and how the sheets are bought.

Also, individual bullet catchers, which hold lighted targets as well, may be installed at reasonable cost. From the standpoint of safety, it is best to install target carriers, which may be built of ordinary hardware-store material or purchased from the manufacturer in units. Before the war, these units sold for around $20 each.

Lighting of Indoor Range

The lighting of an indoor range need not be an expense or a problem. It is my opinion that the best and, therefore, most economical and satisfactory light comes from an installation of fluorescent units. The average cost of these units is about $6 and the number needed depends on size of range and amount of light desired.

Considering the desirability of proper light diffusion, an ordinary or five-firing-point range would require about 10 units. This means lighting the entire room. Better consult your local lighting expert. That about sums up the indoor range.

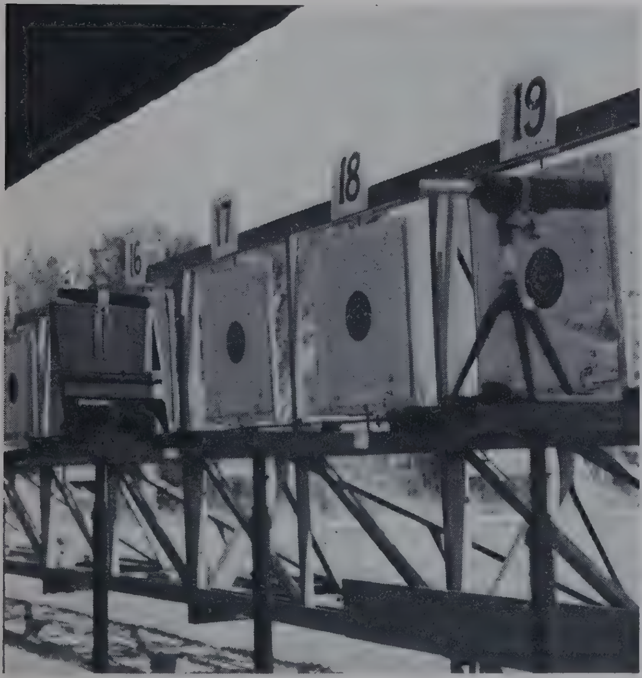
The outdoor range is something else, because you may meet head-on many vexing problems. For instance, the natural hill which you must have for a bullet-catcher may face the wrong way. You need only enough hill to keep bullets from going through or over the top. However, the more hill the better.

In laying out the range, it is better to face north. That way you will not face into the sun. If your range faces West—meaning if you shoot toward the West—you will have the sun at your back in the morning and shining in your eyes in the evening.

Outdoor Range Requires Level Ground

The next important thing to look for is level ground.

• Competitors at the Coral Gables Mid-Winter Shoot have their targets wheeled up to them for inspection. This is a more elaborate type of installation. It is not, however, prohibitively expensive.



• This close-up of Coral Gables target carriers shows method of attaching targets to frames. Here, the targets have been wheeled right up to the firing line.

• Electrically-operated and controlled target carrier of the Coral Gables Rifle & Pistol Club. This type of installation is extremely simple to operate. The cost may range from $500 to $1000, depending on site of installation and size.

• The 50-target stationary range of the Tampa Pistol Club, where the annual Mid-Winter Championships are held. This is a simple installation of wooden frames, the cost of which—including material and labor—probably did not exceed $250.

Not always possible, of course, but it's expensive if you have to level off. At the foot of most hills the ground slopes, and you must have the firing point on an exact level with targets 100 yards away.

Now we come to the targets. To avoid confusion, individual frames should be used rather than a bank of several targets on one frame. This avoids confusion and shooting on each other's targets. There are various methods of holding the paper target securely, but the NRA standard method is best. These frames may be built out of scrap lumber at no cost whatever, or at the mill for around $2.50 or $3 per unit.

If the club does not intend to go in heavily for general competition shooting, a 25-target range is sufficient. In that case, the space required is a width of about 50 yards and a depth of 100 yards. The targets should be spaced 5 feet apart between centers.

If the club wishes to hold shoots to which other clubs and individuals are invited, a 50-target range should be provided, and in that case a width of 100 yards is necessary. But to hold State and regional competitions, a minimum of 100 targets must be set up, and that means 200 yards in width of range. The length of the range always remains the same.

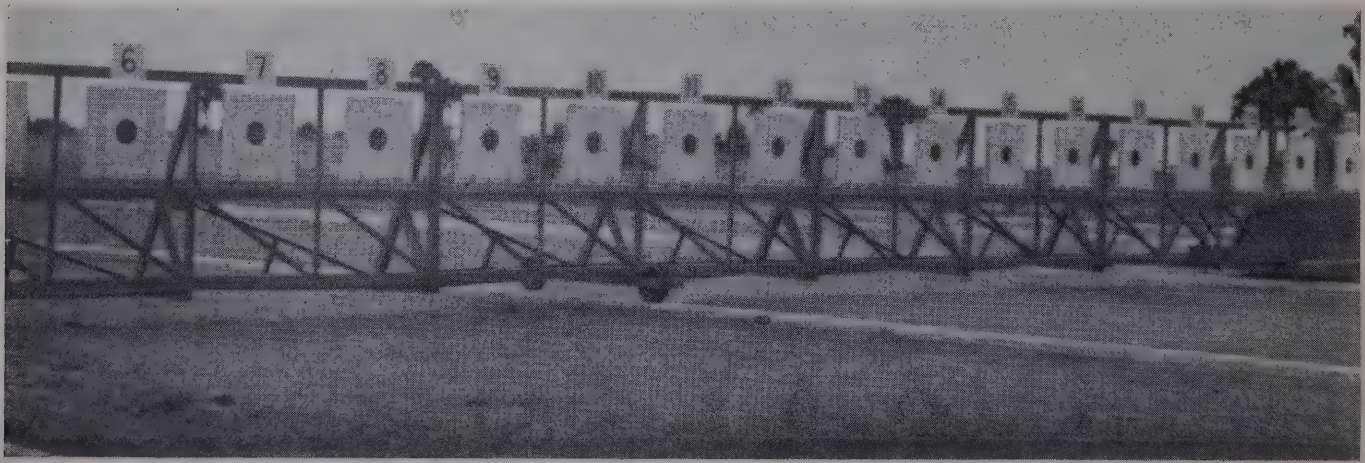
Firing Point is Important

The firing point on which the shooters lie facing the targets is an important part of the construction of a good rifle range. It must be absolutely level and well-sodded, with a gentle slope of the ground to the rear for drainage and comfort to the shooter. It should be two or three inches higher than the surrounding ground.

Now, we have a rifle range all ready to start shooting at a total cost of just what you want to put into it in the way of your own labor or materials found handy.

If you turn the job over to a contractor, it should not

• Competitors at the Coral Gables (Fla.) Midwinter Shoot have their targets brought up for inspection.



• View of a typical firing line. Firing line should be level and well sodded. Stakes shown are numbered to aid shooter in finding his place on the line. Five-foot distance between centers provides plenty of space. The cost of this installation was very little.

cost over $500 for a 100-target range and less in proportion to the number of targets used and providing excavation is unnecessary. A shack of some kind to store targets and other equipment should be built and, if possible, a small club house. But, some sort of building is necessary.

Importance of Covered Firing-Points

Many rifle clubs are putting in covered firing points for protection from sun and the weather. Most of this is done with club labor and materials, and the cost is just what you want to make it.

The importance of covered firing points is best appreciated by those clubs not having them, and which have been rained out on many occasions when an all day or 2-day shoot has been scheduled.

Aside from the discomfort of lying in the blazing sun, perspiring freely with moisture running into your eyes and clouding your vision, a covered firing point keeps off the rain and thus enables a shoot to go on without interruption, regardless of the weather. This means, of course, during the outdoor season before freezing weather sets in.

Some clubs shoot all year even in the North because they have what is known as an enclosed as well as a covered firing point and they shoot through ports.

A club that is planning an outdoor rifle range would do well to consider also having its main building as part of the firing line.

In other words, the firing line would be as a front porch is to a house. It provides a place for the shooters to relax during relays and for members of the family to enjoy themselves while the shooting is going on. It also provides a place for the officers to do their routine work of running the shoot.

In the center of the range and elevated above even the roof should be the "crow's nest" or Chief Range Officer's perch, from which he directs the firing and safety of the range. This should also be covered and have telephone connections.

Cost May be Much or Little

Now, the cost of all this is whatever you want to make it. Roughly, however, a range such as have just described, including the building and all the equipment for a 50-target range, could be installed for as low as $2,500. But $5,000 would provide a very fine layout. As a matter of fact, if the labor is provided by the club, $2,500 would be more than sufficient.

Many novel and interesting improvements have been developed for a rifle range during the past few years. Most novel are the electrically-controlled butts which hold the targets.

As will be noted from an illustration which accompanies this article, it is a simple bridgework-like affair supported by small wheels running on narrow-gauge trackage.

The power is provided by an electric current and a small motor. Pressing the button at the firing point brings the targets up where the shooters may inspect them and enables the officials to score and prepare the targets for the next round.

This very simple but effective target carrier has speeded up the operation of the range so much as to provide two days' shooting in one. Formerly the shooters at a given signal would all troop down 25 or 50 yards toward the targets, which created much confusion and interference with the changing of the targets by the target boys.

Comfort of Club Members is Important

The comfort of the shooters is also an important consideration. Facilities should be provided for at least a cafeteria style of feeding the competitors. This offers a source of income to the club and if properly handled is more satisfactory than the service provided by a caterer. There should always be good drinking water available and sanitary and satisfactory toilet facilities.

Very few rifle clubs have gone in for landscaping,

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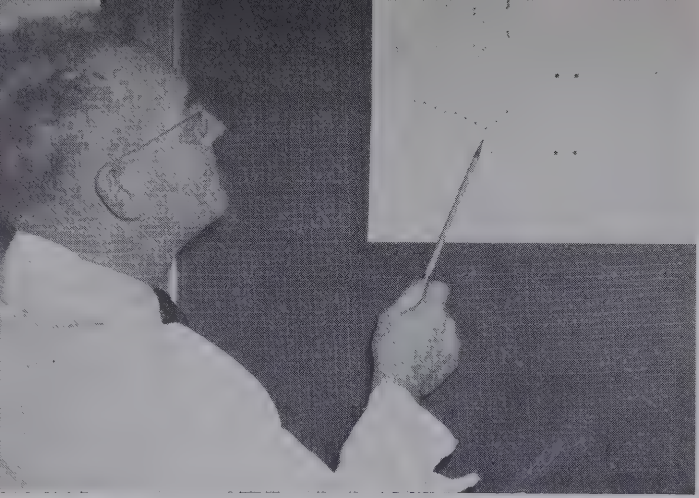


How to Apply

SPORTS for HEALTH

A new department of AIM, conducted by the eminent physician and physical educator

H. C. CARLSON, M.D.

DIRECTOR OF STUDENT HEALTH SERVICE AND BASKETBALL COACH,
UNIVERSITY OF PITTSBURGH

Group Basketball Gyrations

GOOD sports promote not only physical health but mental and social health as well. The period of such help is available from childhood as long as the body is capable of action. Beneficial effects of such games go beyond the actual playing into the hours, weeks, and even years afterward. The carryover is physical, mental, and social.

Everyone wants enjoyment. But some have inhibitions, even phobias, against making a little start. One could conjure this failure as the beginning of a long series of tragic events. Such a picture could be built around a possible victim like the late—and doubtless, by some, lamented-desperado Dillinger. Dillinger may have wanted to play basketball like most other kids in Indiana. But being a little shy and not sufficiently urged to play, he may have pretended not wanting to play—and started to hate because he failed to enjoy the companionship of competing with others.

Let's hypothesize further. Becoming almost an outsider from the games he began to hate more and more. His hate expanded to include teachers, students, and society in general. Developing a perversive aggressiveness, he might have learned to steal and destroy things to even up for his disappointment. He could become recognized as an avowed enemy of society and finally meet his death in destructive conflict.

Play is Essential to Health

The seed of not playing in youth can germinate into a bad harvest of life. A frequent end product is poor mental and social health. The executive charged with recreation direction for groups of juveniles has a serious responsibility.

A crippled boy, unable to play with others, can develop mental and social deformities. His thinking and his relations with others might reasonably be expected to become a little warped because of exclusion from desired activities.

Such possible ill health could be prevented by participation in some game activity with boys superior physically. This association can be provided without physical contact.

A game for such situations could be evolved from basketball techniques where the cooperation of the team in practice would be emphasized rather than the competition of a regular game. The cripple could go home and share with his parents the victory of cooperating and playing with sturdier fellows.

Such a game replica could be utilized in plant recreation. The dividends of the physical workouts would be not only currently available, but later in life as well. The boss, the laborer, the expert, the novice can cooperate in a combination that will generate mental and social compensations not readily imaginable.

Competition, beyond the cooperate angle, might, for example, be in a comparison of the number of basketball passes made within the same time *but without the actual contact of a regular game.* The spontaneous development of mental exhileration and human relationships come with a *possible or assumed* high tempo of physical action as well as with action itself.

Basketball's Apparent Speed is Compelling

Everyone has marvelled at the speed of basketball players and the cleverness of their team combinations. Many times that speed is only an illusion, created by clever movements of the ball and the players.

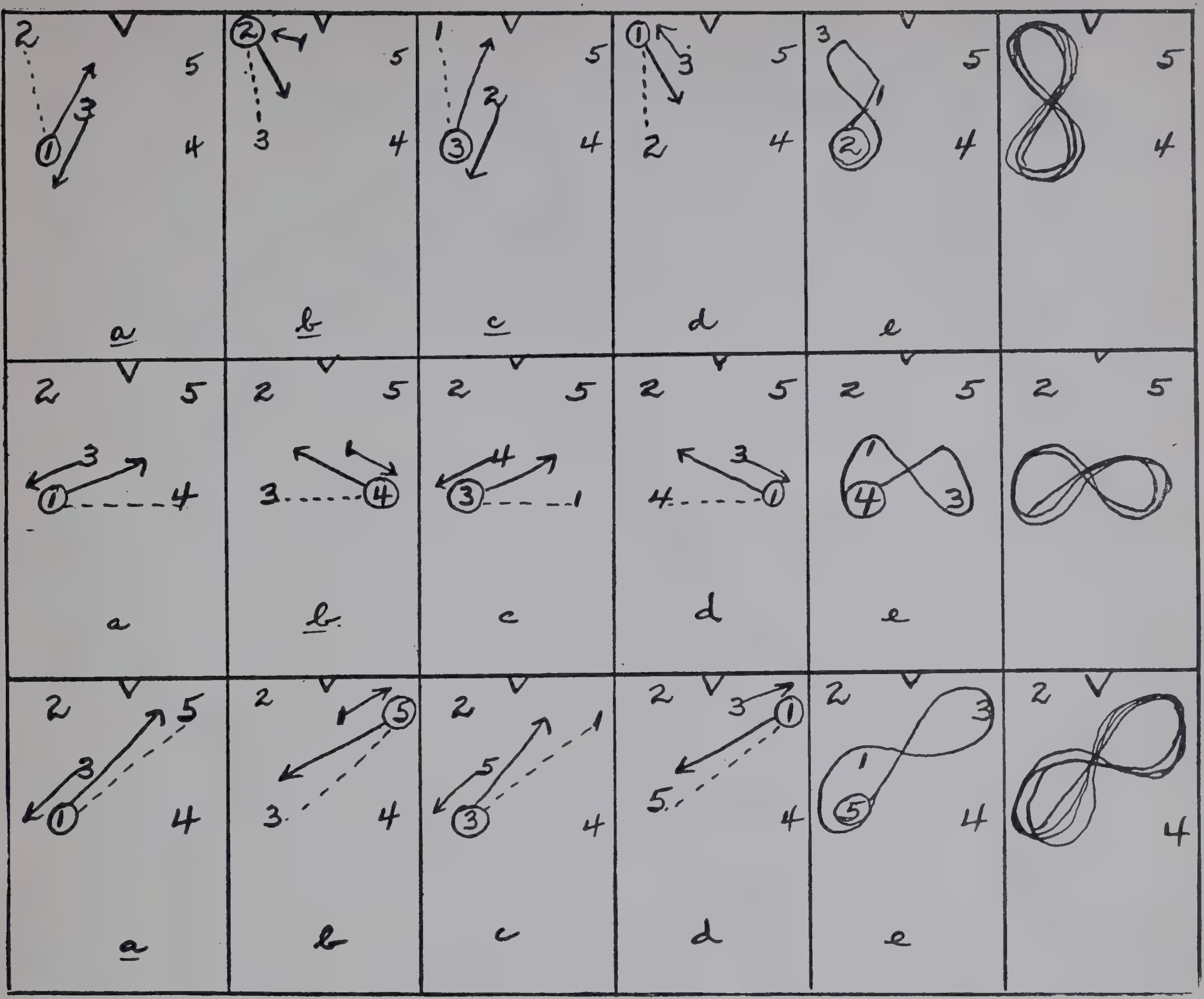
Most everyone has had a deep-seated desire to be a part of such apparent "speed magic." A useless urge for those less sturdy? No, it isn't. Anyone can develop a fair degree of such showmanship when cooperating with a group and improving under the stimulus of group activity. The apparent peak of accomplishment may be reached, after preliminary practice, when a pickup team of five may cause the ball to be passed 60 or 70 times within a minute, with all players moving and covering a minimum of space and movement. Crack player material isn't required for this drill.

"Ordinary Folks" Can Enjoy It

The players spread out with some point designated as the site of a possible basket. This is the only physical point of orientation required.

Mental orientation comes with only two rules to remember and follow. (1) Pass the ball to a teammate and run toward the basket or its substitute point. (2) Replace the receiver of your pass *when* he passes to another teammate and goes toward the basket.

The continuity of passes set up by these two rules forbids any receiver from returning a pass to a teammate



from whom the pass was received. A basketball, baseball, or any other ball can be used as equipment for such a game.

A little preliminary practice with three men or women following the two rules is helpful. Absorbing of five players then comes more easily. Two men are always out of the continuity, ready to be drawn into the action through the reception of a pass.

The three different combinations as shown in the diagram reproduced from a popular text illustrate three combinations preliminary to later use of six figure-8's put together in what is only an apparent disorderly confusion of lines. Actually there is real order of action.

The use of a pencil and paper, floor-chalking and the preliminary walking through such diagrams prepare the players for a "real" game.

How to Score the Players

The score can be based on the number of passes made within 30 seconds. The number of passes of one group can be compared with the number made by another group. In this way there can be competition among different groups without actual contact. A record of scores can be kept of each day's workout so that improvement may be noted.

A later development can be the demonstration of fatigue upon efforts. There can be 10 innings each of 15 seconds of passing, with the number of passes counted. Ten seconds rest should be allowed between innings for physical recovery and the recording of the number of passes made.

There should be fewer passes each subsequent inning if the participants go to it as fast as they can. Certainly the last five innings will show less passes than were made within the first five innings. The decline in passes is due to the inhibiting effects of fatigue.

Besides the knowledge gained of fatigue and the possible improvement in efforts from day to day, there is an improvement in the physical, mental, and social health, of the individual and the group. This form of basketball can be enjoyed by people too old or otherwise physically incapable of participating in the regular game. These people are your primary responsibility. The big problem is to inspire their participation. Your athletes travel under their own steam.

NEW G-E PLANT GOING UP ON WEST COAST

E. L. Feininger, assistant general manager of the General Electric Co. Chemical Department, has announced that a new plant to manufacture glyptal alkyd resins for paint will be installed soon at Anaheim, Cal. Presumably the new staff will have a recreation program, as G-E has been a leading sponsor of this activity for many years.

How You Can Provide

GOOD FISHING FOR EVERYBODY!

This is the sixth and concluding article of a series based on experiments that have shown definitely the successful way to cultivate fish, swiftly and economically, in artificial ponds and lakes. The articles have been based on the reports of

H. S. SWINGLE and E. V. SMITH
SCIENTISTS ON THE STAFF OF ALABAMA POLYTECHNIC INSTITUTE

AFTER a pond has been properly stocked with fish, it should not need restocking. A number of old ponds in Alabama, varying from 3 to 30 years in age, have been drained and all fish present counted and weighed. In each instance sufficient numbers of small fish were present to utilize all the food the pond was producing, even if all the large fish had been removed.

It is apparent that restocking with more fish from a hatchery would be useless under such conditions. Restocking seldom would appear necessary since experiments at Auburn have shown that in one year a pair of bass, bream or crappie can produce more small fish than an acre of water can support.

Poor fishing in most old ponds is not due to insufficient brood stock, but usually results from the following causes:

1. Water too poor to support many legal-sized fish.
2. Fish stunted due to improper stocking.
3. Water weeds growing so densely as to render the pond unfit for fishing.

Lack of Water Fertility Biggest Cause of Failure

Lack of sufficient fertility in the pond water is the most common cause of poor fishing. Under such conditions, experiments have shown that if the pond already contains both bluegills and largemouth bass, excellent fishing can be obtained by proper fertilization of the water. If fertilization is begun in the early spring, improvement in the fishing can be readily noticed by the middle of the summer.

Increasing the food by fertilization increases the hatch of young fish so that sufficient numbers are produced to utilize the increased food and the addition of hatchery fish in unnecessary and undesirable. When natural reproduction is relied upon, the forage and carnivorous fish apparently increase in the correct proportion to maintain the proper balance in the pond.

If most of the fish caught from an old pond are small and thin, this indicates that the pond is overcrowded. This condition is usually caused by improper initial stocking. In most ponds of this type, bluegill bream and similar fish are stunted and the pond contains either no largemouth bass or only a very few large individuals.

That condition is caused by either failing to stock with bass or adding an insufficient number when the pond was first stocked; in the latter case the pond becomes so overcrowded with small bluegills that the bass added are unable to reproduce successfully.

If no bass are present in the pond, 100 bass fingerlings per acre should be added. If bass are present, the overcrowded condition can be corrected within a few months by proper fertilization to increase the food for the fish and heavy fishing for bream to reduce their numbers. Due to an increase in food for the bream, the bass are then able to reproduce successfully.

Result of Improper Stocking

When most of the bluegill bream caught are large and most of the bass are thin and under legal length, this condition is usually caused by originally overstocking with bass and understocking with bream or by failing to remove sufficient bass by fishing.

Such a condition is hard to correct. It can best be done by heavy fishing or seining to reduce the number of bass in the pond, followed by fertilization to increase the food supply.

Where fertilization is impractical, fishing in an old pond often can be improved by draining the pond, removing the large or otherwise undesirable fish, and restocking with the correct number of small fish.

Dense growths of water weeds are undesirable for various reasons and must be controlled if good fishing is desired.

Fishing Essential to Full Production

Fishing is the principal method by which the yearly crops of fish produced in ponds are harvested. Adequate fishing is as necessary to proper pond management as proper stocking or fertilization.

New ponds are stocked at such rates that bream will reach a size of 4 ounces and bass a size of 1 pound within 1 year or less, and fishing should be begun as soon as the fish reach these sizes. If part of these fish are removed by fishing, those remaining become larger. If none of the fish are removed, the old fish remain practically the same size year after year, and young fish produced in the pond have little chance to secure enough food to grow to maturity.

Experiments have indicated that only approximately 50% of the legal-sized fish can be removed from a pond each year by fishing. When the number of fish in the pond is reduced, the food for those remaining increases, and as the food per individual increases, the fish bite less often.

During this period of poorer fishing, the fish grow rapidly; as the maximum weight which the pond can support is approached, the fish bite more and more readily, and fishing once again becomes "good".

Alternating periods of good and poor fishing are therefore to be expected in all ponds which are adequately fished. One of the primary purposes of pond management is to reduce to a minimum the frequency and length of these periods of poor fishing.

When fish refuse to take one type of bait, they will often bite readily on another. The good fisherman therefore varies the bait used, determining the most successful by trial and error. Some of the more successful baits for the various species of pondfish will be discussed.

Best Lure for Fishing

Bluegill bream may be caught on a wide variety of artificial dry and wet flies. Earthworms, or "fishworms", are the most commonly used live bait and are good bait most of the year, but especially in the spring; during the late summer and fall, bream often refuse to take this bait and may be caught more readily on wasp grubs and crickets.

When available, the following baits are often very effective: catalpa worms, corn ear worms, cotton leaf worms, cutworms, grasshoppers, and cockroaches. These live baits are usually fished on the bottom, and better results are secured if no sinkers are used on the line. Bluegills may occasionally be caught on small minnows.

Largemouth black bass are caught more or less readily with various flyrod and casting outfit lures. Among the live baits used, live minnows of various kinds are usually most effective. Bass are also occasionally caught on earthworms, catalpa worms, crickets, grasshoppers, crayfish and frogs.

Crappie are caught largely with small minnows and spinners, but may also be caught on chunks of fresh fish. They will occasionally take any of the live baits listed for bluegills. Small spinners and spoons, slowly retrieved, are among the most effective crappie lures for either the flyrod or casting outfit.

Catfish will take any of the live baits listed for either bluegills or bass. Earthworms, crickets, minnows, and chunks of fresh fish are among the most effective baits. Catfish are very seldom caught with artificial lures.

Pond Weeds and Their Control

Weeds usually begin to appear in a new pond within a year or two after it is built. Water weeds grow so rapidly that they soon fill shallow clear-water ponds, and old unfertilized ponds of this type usually are choked with them.

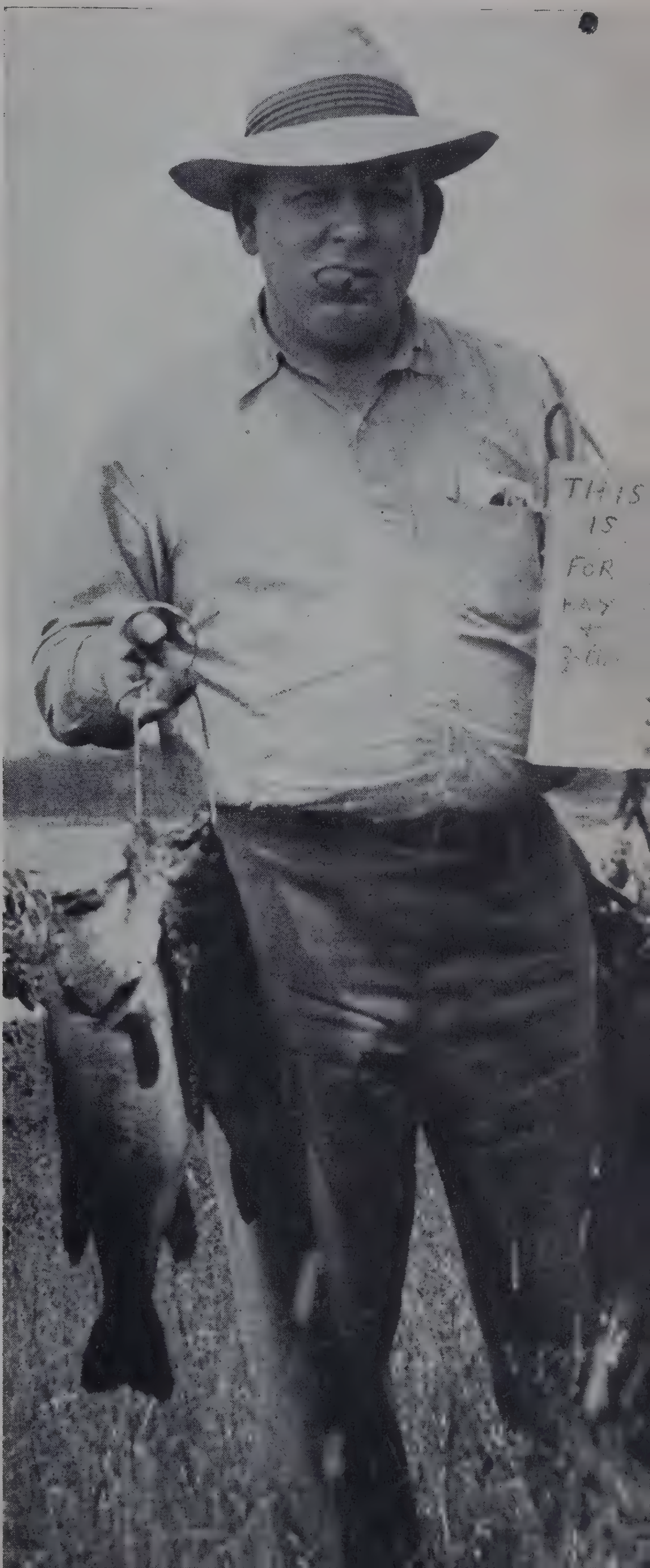
Weed-filled ponds are generally poor fish ponds. The weeds form such a tangled mass of vegetation that it is difficult or impossible to fish and it may be difficult to paddle a boat in the pond. They protect small fish from larger ones so well that the pond may become overcrowded and the fish stunted. Weed-filled ponds are objectionable also because they offer suitable breeding places for mosquitos.

Pond weeds are of 3 types: submerged, emergent, and floating.

The submerged weeds are rooted in the bottom and their stems and leaves may fill the pond to the surface of the water. This type is commonly called "moss" or "grass" and includes such plants as *Najas, Myriophyllum, Elodea,* certain species of *Potamogeton,* and *Chara.*

WHOZIT, PLEASE!

AIM is distressed that the individual and company source of this photo are records lost in the shuffle of the magazine's recently expanded format. But the photo's applicability to the accompanying article is too close to permit these whoppers—and their doubtless enthusiastic "taker"—to remain hidden from equally enthusiastic eyes. So here they are,—anonymous but, as bingo bass taken by one of industry's millions of in-the-blood anglers, none the less real.



The emergent type of plant is rooted in the bottom and its leaves either stand above or float on the surface of the water. This type includes spatterdock or yellow waterlily, common waterlily, lotus or water chinquapin, watershield, and the floating-leaf pondweeds. In addition to these, cattails, bulrush, and spikerush often form dense growths in shallow water along the edges. Water hyacinth may root in shallow water or float in deeper water.

Muddy Water Opposes Growth of Fish Food

Ponds that are muddy during much of the growing season usually are not badly infested with weeds since the muddy water tends to prevent plant growth. Such ponds, however, are undesirable as fish ponds; the muddy water retards the development of organisms furnishing fish food and the clay particles in the water absorb phosphorus and make fertilization impractical.

Prevention of Weeds in New Ponds

Underwater weeds usually cannot become established in properly fertilized ponds, except in the shallowest water. The fertilizer causes so many microscopic plants to grow that the water appears green or brown and the dense shade formed by these small plants usually prevents the establishment of under-water weeds.

The establishment of waterlilies, spatterdock, and similar plants can be prevented by removing these weeds as they appear in the pond.

Many old, shallow, clear-water ponds are filled with underwater weeds. A method for the destruction of such weeds by fertilization has been developed at Auburn. *Najas guadalupensis, Potamogeton pusillus, Potamogeton angustifolius, Chara* sp., *Nitella* sp., and one species of *Myriophyllum* have been controlled by this method.

The recommended procedure follows: use 100 pounds of 6-8-4 (N-P-K) fertilizer and 10 pounds of nitrate of soda per acre at each application [1]; broadcast the fertilizer over the pond and especially over the weed beds, instead of applying it only in shallow water as recommended for weedless ponds; make the first application in December or January and then apply the fertilizer at intervals of 2 to 4 weeks until the weeds become wrapped with filamentous algae ("pond scum").

Algae Destroys Weeds

The filamentous algae cover the weeds and shade them so that they become weakened. Their stems break near the base and large masses of floating, decaying weeds and "scum" are present in the pond during the spring and early summer. *Fertilizer must not be applied while most of the weeds are decaying rapidly.* If fertilizer is applied at this time, it may cause such rapid decay that the oxygen in the water may be depleted, causing the fish to die.

The weeds usually decompose and disappear from the pond by the middle of the Summer. The decaying plants release nutrients into the water, and these cause a heavy growth of microscopic plants, turning the water green or brown.

Very little fertilizer is required during the remainder of the year but it should be applied if the water clears enough for an observer to see deeper than 18 inches into it. Unless the pond is fertilized in subsequent years, underwater weeds will reappear.

Several other methods were tried for the eradication of underwater weeds. Control of the weeds by draining the pond and allowing the bottom to dry out before refilling was unsuccessful. Periodic removal of the weeds with hand rakes and by dragging cables through the weed beds proved costly and relatively ineffective. Within a few weeks to a few months the weeds were as bad as before these treatments were applied.

The use of fertilizer for weed control serves several important purposes. The weeds are destroyed and it is easier to fish in the ponds. The hiding places for small fish are destroyed by the decomposition of the weeds. Consequently, the carnivorous fish are able to reduce the excessive numbers of small fish so that rapid growth is possible. The decaying weeds furnish large quantities of food for the organisms upon which many of the fish feed. As a result, there is a tremendous increase in the abundance of these organisms.

Scythe Useful for Surface-Weed Remover

Spatterdock, waterlilies, lotus, and watershield can be destroyed by removing the leaves several times during the summer. A scythe can be used for cutting the leaves.

The first cutting should be made early in June and later ones every 2 or 3 weeks until no new leaves appear. Usually 5 or 6 cuttings will be necessary to destroy the plant. These weeds can be kept out of the pond thereafter if new plants are pulled whenever they appear.

If nothing else is done, however, the part of the pond originally occupied by weeds with emergent or floating leaves may soon become filled with underwater weeds. Normal fertilization after the emergent plants are destroyed will prevent the growth of submerged weeds in all except the shallowest water. Bulrushes and similar plants can be controlled by frequent removal of the leaves or by pulling. Water hyacinths can be eradicated from small ponds by raking them out.

Mosquito Control is Important

It is very important, especially, in the South that fish ponds be managed so that they will not produce malarial and pest mosquitoes. It has been found that trash floating in the water and practically all water weeds which emerge above the surface of the water furnish places for mosquitoes to breed. Under such conditions *Gambusia* and other "mosquito-eating" minnows will not control mosquitoes and, in fact, will eat very few of them.

For effective mosquito control, therefore, it is very necessary that pond weeds be controlled and that the pond edges be kept free of trash and floatage. If this is done, the breeding places for mosquitoes will have been eliminated and the pond will produce practically no mosquitoes.

From the previous discussion on weed control, it is apparent that if weeds are to be kept out of clear-water ponds with the minimum of effort, these ponds must be fertilized. This, therefore, is the first step in a mosquito control program for farm ponds.

In addition, the edge entirely around the pond should be examined once every 2 weeks and floatage and pond weeds should be removed. Weeds growing at the water edge and hanging over into the water should also be cut at this time. In addition to controlling mosquitoes this improves the appearance of the pond, aids in preventing the establishment of obnoxious water weeds, and maintains a clean pond edge from which to fish.

FISHING MINDED?

See January AIM for complete outline of Convair's enormous new program!

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[1] A mixture of 40 pounds of sulfate of ammonia, 60 pounds superphosphate (16%), 5 pounds muriate of potash, and 15 pounds ground limestone per acre may be substituted for the 6-8-4 and nitrate of soda.

New Slants for Your Spring Program?

There are a Lot of Ideas in Peoria's

Sunday Morning Baseball League

By JERRY REICHART

SECRETARY, PEORIA SUNDAY MORNING BASEBALL LEAGUE

• SINCE 1916, with the exception of one year during World War I, Peoria industrial plants have had a sure-fire outlet for the baseball phase of their recreational programs.

The answer to the prayers of Peoria industries with no parks of their own is the Sunday Morning Baseball League, the most unique of its kind in the country.

Using four ball diamonds in two Peoria public parks through an arrangement with the city park board, the Sunday Morning League not only offers a playing medium for industrial teams of the vicinity, but annually provides more than 100,000 industrial workers and others of the community with wholesome outdoor entertainment, free of charge.

The league's 1945 roster, for instance, was composed of five industrial teams, representing Caterpillar Tractor Co., Hiram Walker & Sons Inc., Commercial Solvents Corp., R. G. LeTourneau Inc. and Gipps Brewing Co.,—along with Jay's Radio Service, Cohen Furniture and Flat Tire Co. The latter are Peoria business houses.

The industrial members of the league have their own independent employe recreational setups and Caterpillar and LeTourneau have their own playing fields for independently-arranged schedules. The others depend entirely upon the league's schedule of 21 games to occupy their diamond squads and provide baseball for employes

Why a Morning League?

The idea of a Sunday morning league, rather than a Sunday afternoon league, may provoke a number of questions and some may doubt the chances for survival of an organization which starts its games almost before the dew dries on the grass the morning after the Saturday "night before." To those who raise their eyebrows league officials point out that their organization has outlasted any afternoon circuit ever sponsored in Peoria. It operated as successfully throughout the war, despite shortages in manpower and playing equipment.

• LANCE CONNOR (left), Don Schooley, Lou Williams and Roy Eichelberger, managers, respectively, of the Gipps, LeTourneau, Commercial Solvents and Jay Radio ball teams in Peoria's Sunday Morning League, examine a supply of softball bats and wish they could be used to offset (then) current baseball-bat shortage.

• ENNIO ARBOIT of Gipps, only player in Peoria Sunday Morning League history to win both the individuals batting and pitching championships, slugs out another hit for his club.

Back in '16 when the league was born, conditions were of course quite unlike those of today. The idea took shape in the minds of several Peoria semi-pro ball players who were married and had families. They loved the game and played with teams that had home-and-home series with other clubs throughout central Illinois.

On road trips, however, it was often necessary to be away from home for several days to complete a trip by train or by early-model automobile over roads that weren't built for it. Those men decided to organize a local league which would permit them to have their baseball and their families, too.

The next question was: "When shall we play our games?"

• **TYPICAL CROWD** at a Peoria Sunday Morning League game: Men, women and youngsters of all ages.

• **THESE FOUR OFFICIALS** of the Peoria Sunday Morning League are, from left, Babe King, manager of Flat Tire Co. team, Gene Millard, team manager for Cohen Furniture Co., Roy Eichelberger, Jay Radio team manager, and Umpire Walt Schoenfeld.

In those days of longer working hours, Saturday offered no attraction. Sunday afternoon was considered, but the family men preferred to get baseball out of their systems early to permit unbroken Sabbath afternoons and evenings. Besides, Peoria was at that time a member of the Three-I minor league and no one wished to run competition to the professionals. So, Sunday morning it was—and has been ever since, despite changing times.

The organization, a bit loosely knit together at the start, was barely on its legs when World War I came along and operations were suspended for one year.

There was a much different feeling when the league ran into its second war. Players departing for the services urged that play be continued if at all possible; fans who began working longer hours requested that the "Old Sunday A. M.", as it is affectionately known, keep pitching to provide them relaxation in a familiar setting.

Veteran players had to come out of retirement and high-school boys were recruited to maintain team rosters, but the league weathered the storm. What's more, the brand of ball, notably good in the past, wasn't affected to any considerable degree.

How the League Handled World War 2

Fans who didn't have enough gas to make the short trip to the park diamonds hitched rides or used buses or streetcars. Players pooled their cars. One enterprising player chugged up to the playing site aboard a motorcycle.

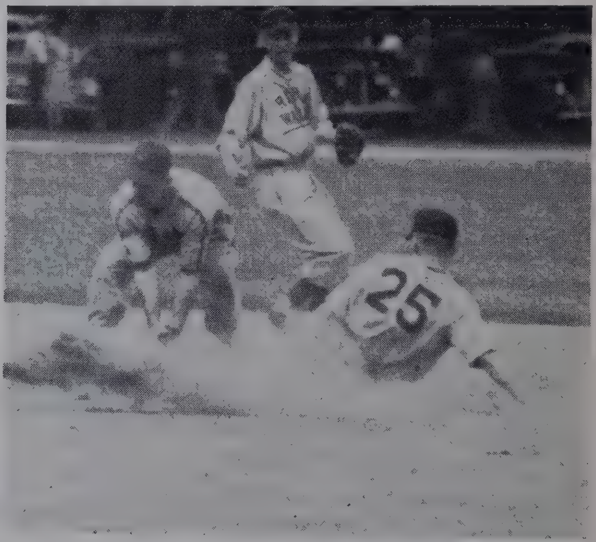
Whole families often attend the games. Women and children who do not care to watch an entire game, or don't care for baseball at all, use other park facilities while the "old man" cheers his favorites.

Park board officials have no means of keeping track of the number of persons the Sunday Morning League lures out into the open, but the annual attendance estimate of 100,000 is modest.

The league itself is operated with a minimum of fancy rules and regulations, yet the experience gained the passing years has enabled its leaders to perfect a virtually fool-proof setup.

The rules of organized baseball are strictly enforced.

No player is permitted on the field unless clad in a complete team uniform, official baseballs are designated, the contract and release system is used for players, payment of players is forbidden, time schedules are rigid, umpires, scorers and a statistician are employed by the league.



• **ACTION AROUND THE SACK** during a Hiram Walker-Caterpillar Tractor game. The Peoria Sunday Morning Baseball League, an industrial organization, provides warm-weather entertainment and excitement for less-active members of the entire community.

• SEVENTH-INNING "STRETCH" in Peoria Sunday Morning League game occurs as LeTourneau Tournapull base runner beats out a hit while Gipps first sacker leaves the hassock to rope in a slightly erratic throw.

Those are a few of the points that differentiate the Sunday A. M. from so many independent leagues which operate on a hit-and-miss basis.

Each team sponsor (who pays a small entry fee) or his duly named representative—usually his team manager—is authorized to comprise, with league officers, a Board of Managers. This group handles all league business. The election of officers is held during the winter season.

Hat-Passing Helps Finances

At least once every summer the league pays for a stag party to which everyone connected with the league is invited without charge.

Each season is closed officially with a banquet, also gratis. Some of baseball's brightest luminaries have been guests of honor.

In addition, the league pays doctor bills of injured players, provides trophies for teams and individual champions, and trips for winning clubs.

The park board assists the league in handling its basic operating expenses; the balance of the funds comes from the fans themselves. There is no admission charge to the games, but the league has permission to take up collections. Even these collections are kept to a minimum. Six a year on a 21-Sunday schedule is average.

The hand of welcome has always been extended to industrial organizations and they've been quick to realize the benefits of participating in a carefully managed, reliable league. By contributing teams they help maintain a high spirit in the community and, at the same time, elevate the morale of their employes—both those who play and those who obtain their relaxation and enjoyment by watching others play.

The Sunday Morning Baseball League is definitely "big time" in Peoria. Plugging away faithfully and conscientiously over the years, it has lifted itself completely out of the "sandlot" class. As a matter of fact the Peoria industrial employe who looks to the league for his pleasure would be indignant if one referred to the league as in that category.

To Peorians—and Peoria industry—it's the "A. M.", wholly industrial but a part of the national diamond picture as much as any league in organized baseball.

25 YEAR CLUB FOR SPORT PRODUCTS AND MacGREGOR-GOLDSMITH

Organization of the "25 Year Club" of Sport Products and MacGregor-Goldsmith, Cincinnati, internationally known in sports equipment manufacture and distribution, reveals that a total of 91 associates in the companies have been employed from 20 to 50 years with aggregate years of service totaling 2510 years.

Veterans in the 20-years-and-up length of service represent approximately 40% of the employed personnel of 20 years ago.

Under the "25 Year Club" eligibility provisions, an employe associated with the firms for a quarter century automatically becomes a member of the club. At the organization meeting, 40 associates who have records of 25 to 50 years service were honored.

Provision is made for "junior" members of the club, embracing those in the 20-to-24 years of service classification. There were 52 men and women in this group, including seven with 24 years' association and 23 with 23 years' service.

A decorative plaque containing the names of the "25 Year Club" members has been set up in the reception room of the general offices.

Members of management and office and factory personnel with long periods of service were invited by Philip H. Goldsmith, an executive of the firms to assemble at a buffet supper to organize the club.

Edgar J. Goldsmith, who has held an executive capacity for most of his years of association, topped the veterans' roster with a half century of service.

Next in years of service is Hugo Goldsmith, president of Sport Products, Inc., with 42 years in the business.

Other management veterans include Emil B. Goldsmith, with 36 years and W. C. Cowen, with an equal period.

Other associates with years of service exceeding 35 years are: Ervin H. Uhl, 40 years; George J. Flesch, 39 years; Ray Gossling, 38 years; Blanche and Rose Rosseau, each 38 years; G. Joseph Brungs, 36 years; Harry Niehaus, 36 years; Harry Baumer, 35 years; Bertha Browning, 35 years, and John Insko, 35 years.

Here are Answers by an Expert to that Question:

Where'll We Get the Money?

By ED B. DeGROOTE

PRESIDENT INDUSTRIAL RECREATION ASSOCIATION AND INDUSTRIAL RECREATION MANAGER OF SERVEL, INC.

• IT WOULD BE impractical to discuss the problem of financing programs of industrial recreation except in terms of a specific and working program, for no one set-up is workable in all cases. There are two dominant types in industry today, and they are very wide apart in policy.

In one we have the 100% paternalistic system where management supplies all funds and where the program is administered by management. The other method consists of an association where the employes are themselves responsible for financing and administering the program. The latter is the type with which I am most familiar.

There are four basic principles of a sound program of financing:

1. Organization
2. Methods of producing funds
3. The investment of funds equitably for the greatest number
4. Protection of funds.

To develop any program requires organization. We have learned that employes are more than capable of running their own show. They have demonstrated to the satisfaction of the most exacting management that this is possible. Furthermore, that employes desire it.

Employe Programs "Alive"

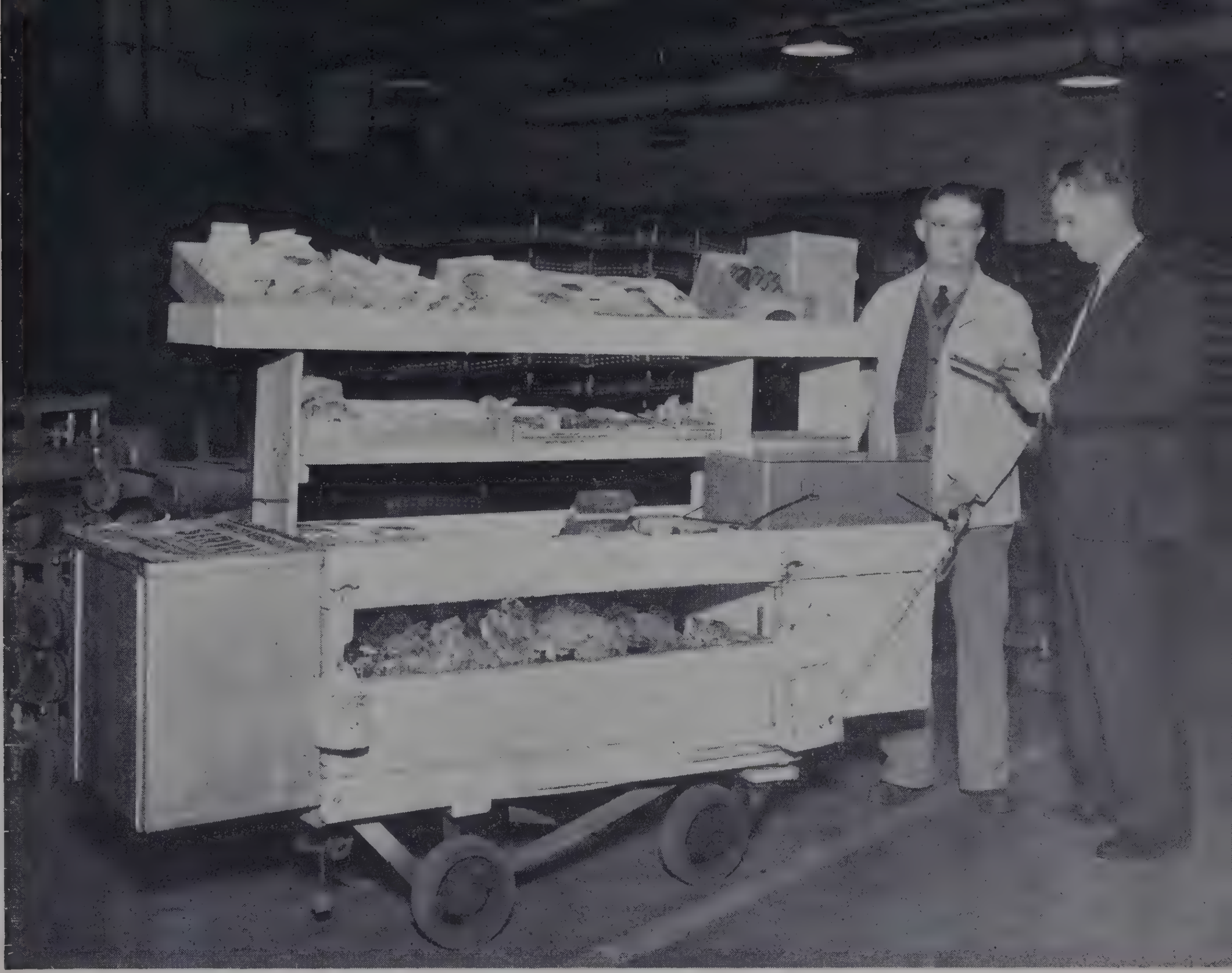
Programs administered by the employes themselves are more alive. They develop the feeling of independence that is our heritage.

Management can certainly find no quarrel with a system that requires no large outlay of cash and that produces so much in the way of good employe and employe-employer relations.

At Servel, recreation responsibility begins with our Servel Employes' Association—an elective body of 16 employes from the 16 divisions in the factory and offices.

These divisions are numerically equal. Their embraced departments are worked out so that each has approximately the same number of employes. They may vary from year to year. During the last three years, for example, we have varied in personnel from 4,500 to 11,000

• **Stores such as this are conveniently located for both office and factory employes. Profits are applied to financing the employes' sports and recreation activities and to the plant's welfare program.**



• A Servel Employes' Stores candy-wagon periodically makes the rounds in each factory department. This is another source of revenue for financing employes' sports and recreation activities.

and back to 7,500. In some instances this has required the elimination of entire divisions and the organization of new divisions.

Divisional elections of officers are held yearly. These elections in themselves, taken seriously by the candidates in each division, are a recreational feature. The campaigning is conducted on a scale resembling a city election. Primary balloting occurs one week and final elections follow. Election booths are set up in each division. They contain lists of eligible voters.

All employes of Servel are automatically members of the association and eligible to vote—but each must vote in his respective division. Voters' names are checked off and other necessary formalities observed to assure "honest elections." The candidates have campaign managers who revel in this function.

Candidates use posters and all the other popular sorts of ballyhoo to attract votes. They declare platforms, belittle opponents, stage parades and conduct themselves on a true political level.

For example, one enterprising candidate marched in front of a band around the plant, pleading for votes at rest periods and lunch periods. The men elected comprise the board for the year and are charged with responsibilities for all recreational, social and welfare activities.

Our management supplies a recreational director who conducts the program. He is present at the monthly board meetings but has no vote, for in a sense he is the employes' employe.

The board elects a president, vice president and secretary. The president appoints committees, such as a recreation committee, a mutual-aid committee, a finance and stores committee, a picnic-area committee. That is the management organization.

$22,000 for Recreation

The next of the four basic needs is raising funds to finance activities. Here, all funds are derived from the sale of commodities in a chain of stores located strategically all over the plant, with a central warehouse.

The stores sell such items as cigars, tobacco, cigarettes, candy, work clothes, sandwich, soft drinks, fruit, gloves, novelties and anything within reason that employes will buy.

Store employes are hired through regular channels and have the same privileges that plant and office employes enjoy, such as vacations with pay, and bonuses. Their salaries, however, are paid out of the employes' association fund. There are currently 114 such store employes.

Other sources of revenue are drink-dispensing machines, candy machines, dances and similar affairs.

All of this adds up to a fair-sized business venture. The amount of sales in a normal year tops ¾ million dollars. The average expenditure for all activities amounts to better than $30,000 annually, and is sufficient to conduct an ambitious program.

Additional Funds from Management

No program, of course, can operate without assistance and whole-hearted cooperation from management. I have

To Page 44, Please

Wilson

During the past four years, recognition of the importance of our great American sports and games has made amazing gains. Thousands of men returning to civilian life will bring with them a desire for and respect for our competitive sports—that they might never have had but for what they learned of sports in military training—in rest areas—and rehabilitation centers.

Our youth who have been pressed into competitive play in schools and colleges—before their time—have a new interest in the spirit of our sports and the physical fitness that goes with them.

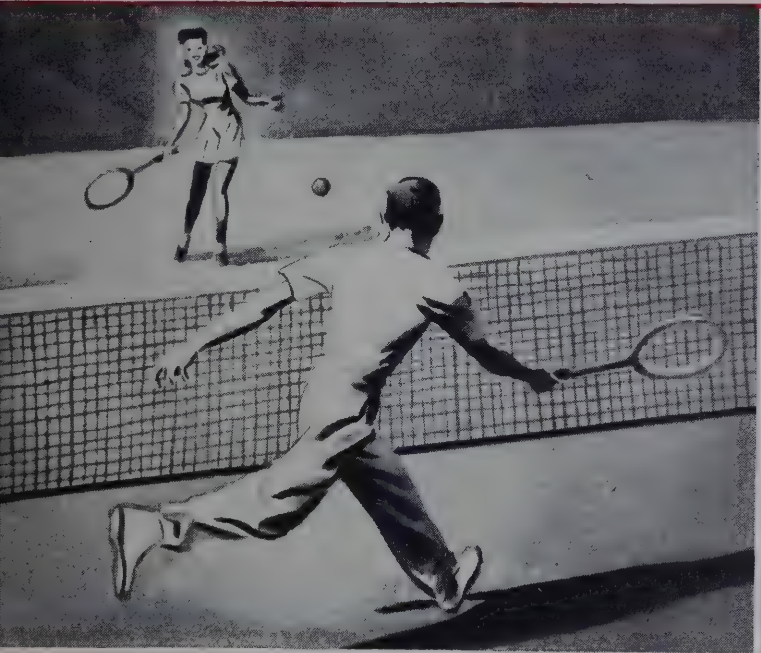
And last, but by no means least, the thousands upon thousands of American boys, girls, men and women . . . who work in great industries and manufacturing plants—who have seen what participation in sports and games did to keep them physically fit and on their toes during the high pressure days of war—will continue to participate in these sports and recreational games.

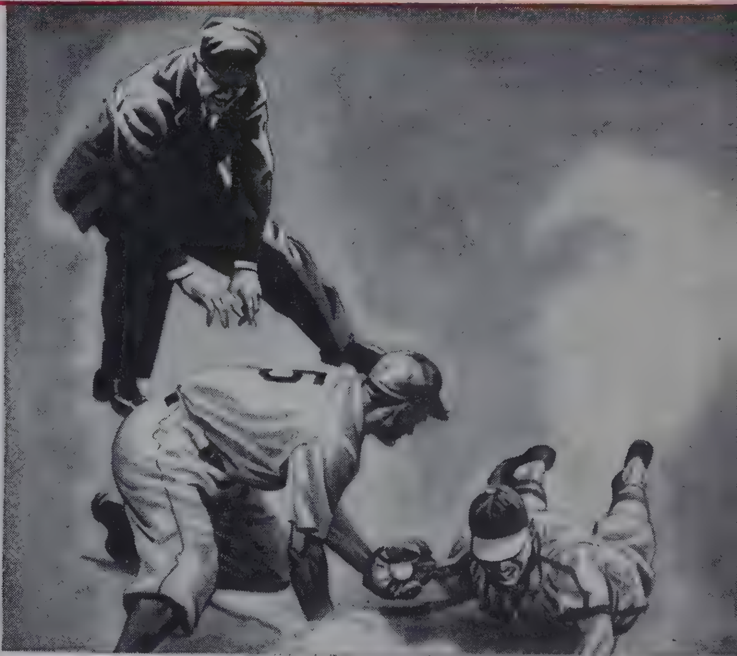
Sports are in for the biggest boom in our history—much bigger, experts claim, than they boomed after World War I.

RADIO BROADCAST, *coast-to-coast and overseas, 1945 World's Professional Football Championship game, will be sponsored exclusively by Wilson Sporting Goods Co. See newspapers for date, time and station.*

The "LAST WORD"

IN EQUIPMENT FOR OUR *MODERN* SPORTS





No player can do his best with equipment less than the best. To those who know, the name "WILSON" on sports equipment is symbolic of the modern era in our sports. Wilson equipment is timed with today's speed and skill in sports. The *last word* in modern equipment for modern play. For whatever sports you prefer, you can find the *last word* in equipment stamped with the name they all respect—*WILSON*. See your dealer. Wilson Sporting Goods Co., Chicago, New York and other leading cities.

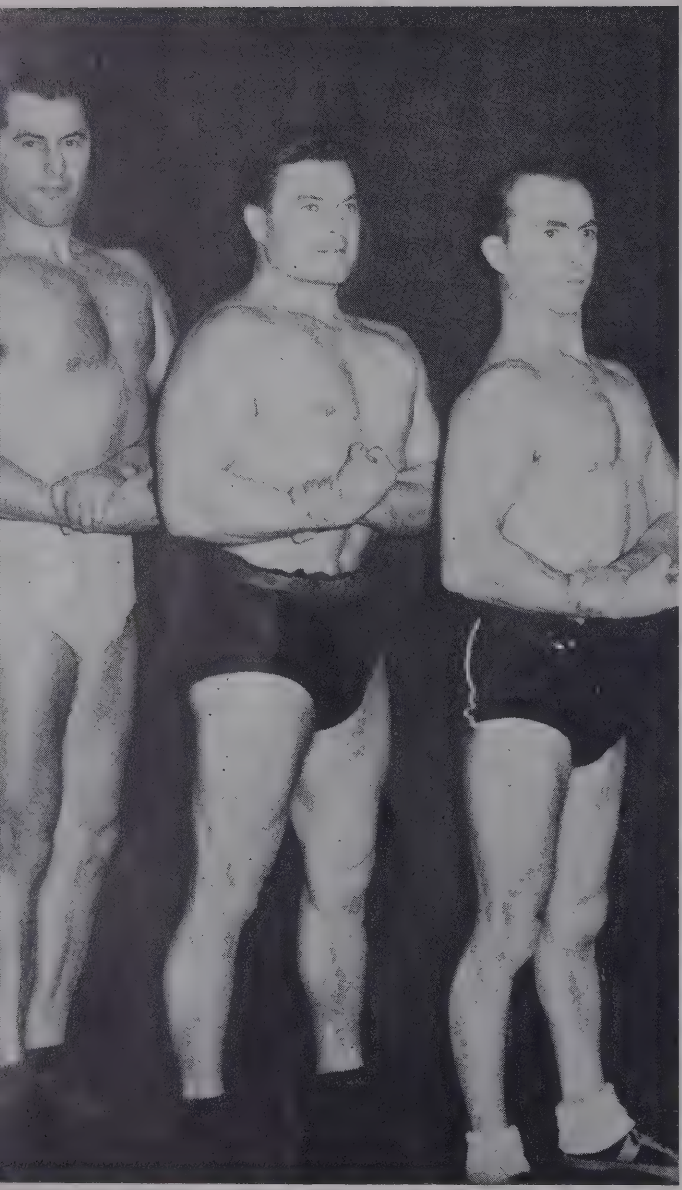
MEMBER
ATHLETIC INSTITUTE
KeepFit
THROUGH
ATHLETICS AND RECREATION

Let's all boost the "War Memorials That Live" campaign to commemorate our war heroes.

It's **Wilson** *Today in Sports Equipment*

Industrial Recreation Recent? Johnson & Johnson Program Dates Back to the '80's-

WITH AN INCREASE EVERY YEAR!



• "Physically Fit" is no idle expression among Johnson & Johnson recreation-program participants. Competent coaching is provided for members who make a hobby of muscular development.

• To ENJOY LIFE to the fullest, all persons must be given opportunity to express themselves either in their work or through some avocation or hobby. Johnson & Johnson, of New Brunswick, N. J., manufacturers of surgical dressings and other miscellaneous products, realize that fact. They believe that one of the best avenues for creating job-interest and good-fellowship is through gainful employment of leisure time. And that is best accomplished by a well-planned recreation program.

By J. JOSEPH McGONIGLE

DIRECTOR OF WELFARE, JOHNSON & JOHNSON

Almost to the day back in 1886 when Johnson & Johnson was founded out as an industry, employe recreation was given encouragement by management. The sports program in the '80's consisted of plant outings, swimming, bowling and baseball. It wasn't until 1930 that an association was organized through which all plant recreation would function. This was called the Raritan Athletic Association. The club was named for the beautiful Raritan River which flows majestically by the plant.

Immediate Success—Even in '80's

The association was an immediate success. It grew steadily year after year. Today it has a membership of 1800 employes, which is about 80% of total employe enrollment. The membership includes all top executives, salaried and hourly employes, with nearly everyone taking a keen interest in all activities.

Officers of the Raritan A. A. are composed of a president, vice president, secretary, treasurer, male and female financial secretaries, male and female chairman of membership, moderator, and athletic director. The organization is financed by dues collected from the members and a liberal annual contribution from the company.

During the war, Johnson & Johnson lost over 600 employes to the armed forces. An equivalent loss of membership never was felt by the association, however, as new employes, aware of recreational values, joined the Raritan A. A. instantly upon entering our employment.

All currently sponsored activities are sanctioned with the objective that when former employes come back from the services, they will find an efficient recreation department fully capable of handling their physical needs.

Philosophy is "Enough at All Times for Everyone"

The philosophy of the officers of the R. A. A. is to provide sufficient activities at all times for all employes. If for some reason an activity is not included in the sports program for the year and it is desired by a number of employes, it is evaluated by the officers of the association and if deemed practical it is immediately installed.

The Johnson & Johnson sports program is divided into three parts: Physical, Sedentary and Social. While such classifications may be obscure to non-members of the association, to J&J they are very definite entities.

The physical activities include swimming, baseball, table-tennis, softball, basketball, tennis, squash, golf, rifle-shooting, archery, volleyball, bowling, horseback-riding and weight lifting.

Sedentary activities are stamp collecting, hobby shows, baby contests, photography and a glee club.

Social Activities consist of weenie-roasts, clambakes, dances, banquets and shows.

• Dances are classified in the Johnson & Johnson program under Social Activities. They are regularly conducted. Sometimes they high-spot an evening devoted to honoring employes who have been with the firm for an extended period.

While it is a known fact that all types of sports have a place in industry, the most popular at J&J is bowling. During the 1944-45 fall and winter months, both in the women's and men's leagues, 996 keglers enjoyed this pastime. Prizes are given at the end of the season and tournaments are held periodically to stimulate interest.

Stamp Club is Oldest

The oldest activity in the organization is the Stamp Club. Being an industry engaged in an international

To Page 42, Please

• Bowling ranks top on the Johnson & Johnson recreation program, established when the firm came into existence in the '80s. The club today has a membership of 1800—embracing 80% of personnel.

• Special banquets honoring different groups are regular parts of Johnson & Johnson recreation activities. The firm has five veterans' clubs, embracing employes with 5, 10, 15, 20 and 25 years of service.

• OFFICERS OF ILLINOIS CENTRAL Service Club. First row, from left: W. J. Joy, executive vice president; Bea Mayer, secretary; R. E. Galloway, president; J. M. Dorsey, treasurer. Back row, from left: J. T. Hawkinson, chairman; H. T. Leuck; Vice Presidents P. Reihel, E. J. Hollahan, S. J. Siedlecki, H. A. Wisch, Dr. A. Lewis, B. P. Smith, Hazel Devitt.

All Departments Participate in the

ILLINOIS CENTRAL SERVICE CLUB

• THE ILLINOIS CENTRAL Employes Service Club of Chicago, organized for the purpose of "promoting, organizing and sponsoring social, educational and recreational activities," is a pioneer organization in industrial recreation. It has functioned since 1930.

The service club is self-supporting. A staff of officers is elected each year by the employes. The officers consist of a president, executive vice president, secretary, treasurer and seven vice presidents. Each vice president is in charge of some special activity, such as recreation, entertainment, publicity, etc.

Recreation is the major interest. Mr. S. J. Siedlecki, statistician in the engineering department, is in charge of this activity.

Field Sports to be Added

During the summer months the service club sponsors softball leagues for both men and women. Plans are now being formed to sponsor golf, horseshoe-pitching, tennis, fly casting and other sports tournaments.

Volleyball, basketball and bowling are the club's winter activities. Roller skating is also on the program. An annual picnic is held each year for employes and their families.

In the social and educational field, meetings are held one night each month for which prominent speakers are engaged, and at which educational movies are shown. These sessions are followed by a program of entertainment.

An amateur show is staged annually. Employes and members of their families exclusively participate. This even is a great success. Employes look forward to it each year.

Nine Departments on Board

A dance at some prominent ball room is held annually. Other dances and parties, such as Hallowe'en, St. Patrick's Day and Christmas are also sponsored by the club.

Admission is free to all activities with the exception of the annual dance.

The club's officers for 1945 indicate the wide departmental interest that is maintained. Their names, club and company titles follow: President, R. E. Galloway, personnel assistant; Executive Vice President, W. J. Joy, record writer; Secretary, Miss Bea Mayer, clerk; Treasurer, J. M. Dorsey, chief clerk; Vice Presidents, Miss Hazel Devitt, clerk; E. J. Hollaham, general foreman; Dr. A. P. Lewis, physician and surgeon; P. Reihel, lead repairman; B. P. Smith, engine foreman; H. A. Wisch, locomotive engineer; S. J. Siedlecki, statistician.

A Complete Report on Dayton December Conference Will Appear in January AIM

• Bowling is the biggest sport—from the standpoint of participation—in industry. The American Bowling Congress Annual National Tournaments, embracing thousands of players, are composed mostly of industrial entries. This photo is of crowd at alleys maintained by the Lockheed Employes Recreation Club.

Industrial Recreation's Biggest Event is Resumed

BUFFALO GETS '46 ABC TOURNEY

By HENRY E. ISOLA

Once more the nation's crack keglers will splinter the pins in an elimination to select their over-all champions. Who will win is anybody's guess. But this is fairly certain: The winning teams will be from Industry

THE forty-third American Bowling Congress Tournament, biggest national event of the industrial sports world, will be staged in the 74th Regiment Armory, Niagara and Connecticut Avenues, Buffalo, New York. Opening date of the bowling classic will be Thursday, March 14, 1946.

The 1946 event will be a renewal of the 42 annual tournaments which were staged from 1901 until 1942. The 1943 tenpin competition, which also was scheduled for Buffalo, was postponed for the duration of the war, compelling bowlers to miss the affair for three years.

Site is Near Peace Bridge

The site of the world's largest-entry sport event is a well proportioned building, one and a half miles northwest of the business district of Buffalo. It is within sight of the famous Peace Bridge over the Niagara River, which connects Canada and the United States.

An all-time high for entries in the 1946 tournament is expected by American Bowling Congress officials. Entries will include such top-notch teams as Faber Cement Block, Teaneck, N. J.; Keeley Half & Half, Chicago; Reineckes, St. Louis; Congress Arcade, Chicago; Hyde Park, St. Louis; Meister Brau, Chicago; Kutis, St. Louis; Driggs Dairy, Toledo, and Westinghouse AA, Pittsburgh.

It appears now that at least 5,800 teams will be entered. This would embrace 29,000 bowlers. Thousands of these men have entered the tournament to gain tenpin experience, discounting their chances to land in the prize list.

Surprisingly enough it is not difficult to cash in the team event. Courage and tenacity of purpose are sometimes more important than high averages when it comes to ABC competition.

Budweisers Championship Team Broken Up

The Budweisers of Chicago, 1942 American Bowling Congress team champions, probably will not defend their title in the forty-third ABC tournament. The champion quintet passed out of the picture in September of 1943 when Captain Joe Wilman indicated to members of the team that the Army had designs on his services. As a result, Bill Hargadon, George Theel, Joe Traubenik and Johnny Small became members of other teams and Wilman was inducted.

Wilman was honorably discharged on September 21 and joined the Monarch Beer team, 1940 ABC team champions, as captain and manager.

Due to the great depth of championship material in all events of the ABC tournament, there is little likelihood of any champion repeating.

With the possibility that the bowlers of Sweden may send a team, officials of the tournament began digging into the records.

It was soon apparent that a Swedish team would definitely give that quintet the title of having traveled the longest distance to the tournament from the East. It was discovered that several teams from Quebec, Canada had held this honor until 1930 when Brocton, Mass. sent a team to Cleveland, Brocton is slightly east of Quebec.

Some Distance Records

Flin Flon, Manitoba, Canada supplied the team traveling the greatest distance from the North. Two teams from this mining town attended the ABC tournament at St. Paul in 1941 and faced the possibility of having to make 80 miles of the 1,200 trip in dogsleds.

Tampico, Mexico sent a team to Peoria in 1920, far out distancing other teams from the South.

The Honolulu, T. H. team which attended the Detroit tournament in 1940 holds the distance title from the West, it having traveled 4,700 miles for its tenpin frolic. Incidentally, that figure represents the greatest distance any team has ever journeyed to an ABC show.

Here and There in Bowling

And with the National Championship coming up, these bowling bits take on new significance:

Curley Lambeau, manager of the Green Bay Packers, uses all the broken tenpins that Don Hutson's bowling alleys can supply. They make a good substitute for coal. The International Bowling Association of Stockholm, Sweden, has canceled its world's championship bowling tournament in 1948 which was scheduled to be held simultaneously with the Olympic games. . . Chicago's deaf mutes are organizing their second bowling league. It will have eight teams and some of the members will come from the 10-year-old Chicago Deaf league. . . Ted Leibel, a Los Angeles bowler in the armed services, constructed and operated a bowling establishment in Belfast, Ireland. . . . Mayor John Gage of Kansas City, Mo., called upon recently to "roll the first ball" on opening night of the City Hall league, obliged with a strike. . . Detroit Bowling Association conducts a special school for new league secretaries. Several hundred are enrolled and learn their ABC's of organized bowling . . . Two ex-Cincinnati Reds baseball players are now developing into prominent bowlers. Heinie Groh and Larry Jacobus are the gents. Heinie, the wielder of the beer-bottle bat, is secretary of two leagues.

OUTBOARD CLUB CHANGES NAME

Outboard Boating Club of America is the new name of the National Outboard Association which, according to Arthur N. Benson, executive director, plans an expanded program of educational work, including assistance in projects designed to promote fishing. Headquarters of the renamed club are at 20 N. Wacker drive, Chicago. It is expected that, with supplies again available, outboard boating will resume its place as a number one industrial-recreation activity.

LOCKHEED EXPANDING SPORTS ACTIVITIES

The 5-day week recently installed at Lockheed's Burbank and Los Angeles plants has inspired expansion of activities programs operated by the Lockheed Employes Recreation Club, in order to take advantage of the additional recreation time thus made available.

Recreation Division Manager Hal Davis has obtained close cooperation of the Burbank and Los Angeles Park Departments in seeking expanded facilities.

The bowling program this season is expected to embrace more than 4000 employes. Softball entries for 1945 exceeded 2500. LERC Sports Director Jim Arbogast expects the longer week-ends to boost tennis and golf activity. Provision for additional facilities is also being made in football, pitch and putt, badminton, archery, volleyball and swimming.

EXPECTS VAST GAIN IN BOATING POPULARITY

A prediction that the popularity of recreational boating will triple within the next two years was made recently by Philip Komet, administrative assistant in charge of motor boat registration of the U. S. Coast Guard at New York City. Mr. Komet's observation is based on experience with applications for new registrations and the transfer of ownership of boats previously in service.

BEAUTIFIES ARTIFICIAL LAKE

American industry, long famous for its overnight-produced marvels in many fields, is turning its attention to sports facilities. Wichita, Kan., which until a few years ago was dependent on local wells for even its drinking-water, now has a beautiful lake with beaches, fishing, and boating. While the lake was installed primarily for public water requirements, its enhancement with beaches, fish and scenery resulted largely from the combined efforts of industrial-recreation directors of Wichita's aircraft factories who wanted these facilities for their workers.

WRISLEY PLANS RECREATION BUILDING

The A. B. Wrisley Co., Chicago, has announced plans for a recreation and cafeteria building to be constructed on its industrial property. The new structure is expected to cost about $45,000. Priorities and equipment have been obtained.

G-E WORKS NEWS TO FEATURE SPORTS

O. A. Pope, Dept. 374, has been appointed special sports-columnist for the *Works News*, organization newspaper of the General Electric Co. River Works plant at West Lynn, Mass. The publication to date has not carried a regular feature on this subject.

NEW EXPOSURE METER FOR CAMERA FANS

Industrial camera-club members will be interested in an improved, splashproof exposure meter, identified as Type DW-58, that is now being marketed by General Electric Co. The new meter is adapted for correct exposure readings for the camera, for making prints in the darkroom, and for balancing artificial lighting.

• To paraphrase a popular industrial slogan "When more attractive tennis players are found, they'll be found at Fairchild Aircraft." That, in any event, is a perfectly natural assumption after scanning this 1945 photo from Stewart C. Paxton, Fairchild recreation director. Tennis is big not only on the Fairchild program at Hagerstown, Md., but throughout Eastern industrial activities.

The Navy is Standardizing Recreation for Civilian Personnel On the Basis of the Highly Effective Program Developed at

HUNTERS POINT DRYDOCKS

By ALFRED JANSSENS

RECREATION DIRECTOR U. S. NAVAL DRYDOCKS, HUNTERS POINT, CAL.

With no funds for the purpose and no prewar Navy recognition of civilian-employe recreation needs, a foresighted and energetic Navy officer and civilian employe set about reversing the back-home hegira of shipyard workers who didn't like the environment. Here's the story of their success

IT was tough going at the U. S. Naval Drydocks at Hunters Point, Cal., in the early days of 1944. Ships were arriving with their battle-damaged plates scarcely cooled, and the pressing job was to get them back afloat for further action.

That required personnel. Skilled personnel if possible, but personnel of any type. And a lot of the inspired citizens of big and small towns throughout the nation, mostly people who had never before seen a ship but who had decided to do their war job in a Navy yard and had arrived at Hunters Point, were doing a turn-around and heading home.

The trouble was congested housing, strangeness of faces, sounds, food, locale and just about everything else. The Navy was not only losing tonnage, but also yard workers by whom that tonnage could be replaced.

• Volleyball was a widely-popular impromptu sport, played mostly during lunch periods by teams organized on the spot. The story of the U. S. Naval Drydocks program is just now being released.

Recreation Stemmed the Turn-Around Tide

We didn't especially label the go-backs as unpatriotic. When a Naval war is going on, a repair yard is not a special tonic to anybody's nerves. But the outward tide of personnel had to be stemmed. People had to be sold on staying. A full recreation program proved the answer, but in getting to it we encountered probably more obstacles than were encountered in any comparable situation. From that point on, recreation became a MUST.

Our two toughest problems were absence of funds and the normal attitude of yardmasters who had come up the hard way, were in love with ship repairing and couldn't understand why anyone—even a mud-footed Midwesterner—could wish for more recreation than the squawl of a winch or the yammering of a riveter going full speed on a deck plate.

We finally found the necessary solutions. In that process, the forward-mindedness and inspiration of Capt. N. L. Rawlings were about the only things of substance upon which we could lean to get breath for another round.

Program Now Adopted for All Yards

Out of the total effort, this has come: The Hunters Point personnel-relations program has been adopted by the Navy for all civilian personnel in all shore establishments.

That is an accomplishment worth noting, for when we began to apply recreation at Hunters Point, the Navy had no earmarked funds for the purpose. Presumably this recognition of employe-recreation value will be permanent.

OFFICIAL PHOTOGRAPH

• Bowling built ships under war pressure, too. Here, Capt. W. L. Rawlins presents an employe-recreation trophy to the drydock's champion kegler. The Navy recognized the fact that objective play helped to build more, and better, badly-needed ships.

• Fishing helped repair ships when 24-hour schedules were common in our Naval yards. Here, a member of the U. S. Naval Drydocks Fishing Club at Hunters Point, Cal., proudly displays a catch made from the biggest drydock in the world. Ranking Navy officers encouraged all forms of objective recreation, to keep the civilian staff in trim for the work required of it.

• **Boxing was a regular lunch-period activity at Hunters Point Drydocks. Contestants were from personnel. Glove-weight was selected with an eye to prevention of injury. Contents were brief, to avoid exhausting the men.**

Thus far the program has been financed, except for the salary of its director, entirely out of $1-per-year memberships collected from employes who wished to share its benefits. Not unimportant, too, is the new regard for planned recreation that has developed, purely from personal observation, among yardmasters. These executives compare with general superintendents in manufacturing plants. They now are among our most active supporters. Many of them participate personally in the program.

Our first step in organizing, after obtaining the blessing of Capt. Rawlins, was the formation of shop groups to serve as committees for various planned activities. At a general meeting these committees decided upon the $1 a year membership fee as a source of funds. A charter was prepared, officers elected, programs outlined. Regular meetings then were scheduled.

First Drive Netted 2500 Members

Starting 1945 under full steam, our first membership drive netted a total of 2500. This figure is small compared with total yard personnel, which was about 10,000. But it was a good beginning, it was later supplemented and it laid the foundation for one of the most effective recreation programs in the San Francisco Bay region.

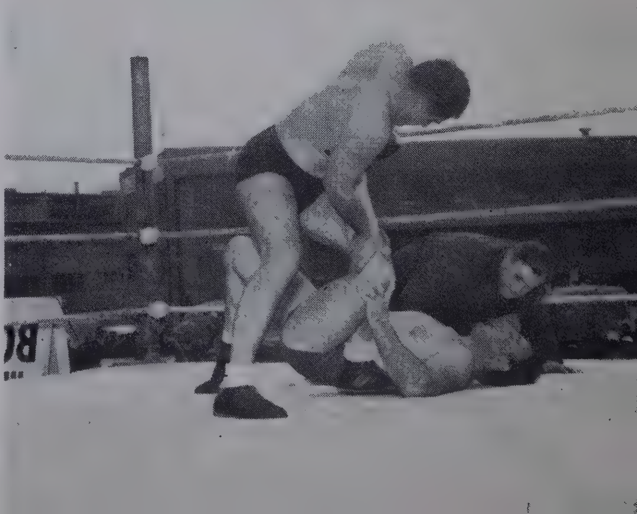
Organizing was complicated by the size and personnel complications of the establishment itself. A shipyard is a rather large operation. Each shop here has from 600 to 2500 employes, and the shops are as numerous as are the various crafts necessary for the repair, maintenance and construction of our huge battle craft.

Diversity of Employes was a Special Problem

The diversity of employes, as earlier remarked, added another complication. In wartime they were recruited from every section of the country and every walk of life. The new arrival was under contract with the Government to remain at least six months. Many, prior to improvement in working conditions and environment which the program effected, broke their contracts; others left immediately upon contract termination.

When recreation became a "must," drop-outs declined sharply. The Yard assumed a more friendly personality. Strangers became friends. The roars and clatters and clang sand smoke were less terrifying after that feeling

• **Shipyard workers, the Navy knew, liked the spectacular sport of wrestling. So it, along with many other activities, was encouraged. Contestants were not professional performers. They were from yard personnel, and performed mostly during lunch periods.**



of being alone among strangers was removed. Recreation did that.

The activities also took the rough edges off the yardmasters' attitude toward greenhorns they at first didn't quite understand. In social and physical contact at play, they learned that these awkward, seemingly dumb beginners really were in the main sincere and intelligent and willing.

Yardmasters Get a New Slant on Green Help

The masters took new interest in their incoming help. They began to lead departmental recreation activities themselves, and to help in other personal ways to make their charges feel less ill at ease. These are two-fisted, hard men I am discussing. None are fairer as a class, and few could be tougher when that's required. They know their work. They're experts with years of training in and familiarity with yard operations. They got their training the hard way. They thought that was the way to train others.

I don't mean that recreation has encouraged our masters to carry spare diapers around with them for the convenience of new help, but it has given them several new angles on how to handle and hold personnel under extremely difficult circumstances. One of our yardmasters is now an outstanding yard-team bowler. As enthusiastic a kegler as you'd want to encounter.

Program Now Embraces Variety of Activities

And bowling is just the beginning of the program. We have softball, horseshoe pitching, table tennis, horseback riding, swimming, family picnics, dances, flying clubs and other forms of recreation. Our fishing-club members land whoppers right off the drydock. The program has gained such favor in the masters' estimation that every one of them is now active in it. Shop committee members meet on their own time once a week to keep things moving.

We do not have many facilities for sports in the establishment proper. Thus our Employes' Recreation Association depends on the San Francisco Recreation Department for the provision of gymnasiums, ball parks, picnic grounds, photo laboratories and other facilities required by groups. But we do maintain shop facilities for activities that don't require too much in space and outlay.

Best Industrial Ball Team in San Francisco

At the close of last season we had one softball league embracing 12 teams that played two games each evening. We also had a 9-team basketball league for men, playing a 2-games-per-evening schedule, and a similar league for women. The latter embraced 6 teams. From our women's league we made up an all-star team that was runner-up in the Women's Pacific A.A.U. championship. Our first-string baseball team is today the best in the industrial division of San Francisco.

A very popular feature with all the personnel is lunch-period programs that include contests in badminton, table-tennis, horseshoe pitching, darts, shuffleboard, volleyball, checkers, boxing, fencing and wrestling. Younger members of personnel find recreation in these competitive events. More mature workers enjoy themselves as spectators.

Each Saturday, before V-J Day, a boxing or wrestling match was staged for all employes who cared to witness it. Turnout usually was about 8000. Thursday lunch periods were devoted to musical entertainment, recruited from talent in the Yard. One of the shops has organized

• The Navy also provided theatricals—from personnel—as lunch-period recreation both for the performers and the audience. Here, an accordionist and guitar player—aided by an announcer and a pianist, all from personnel, acquire and deliver recreation. A brief time later they were all back on the job repairing ships.

HUNTERS
CABLES

• All of the numerous sport teams at the drydocks were self-financed. Membership fee in the Employes Recreation Association was $1 a year.

• Working under extreme secrecy at tasks requiring tip-top physical and mental fitness, women in the U. S. Naval Drydocks at Hunters Point, Cal., were encouraged to participate in various sports and other monotony-relieving activities. Action here, in a modernly-equipped gym, includes members of the yard's championship basketball team.

• **Fencing team that was active during war years at U. S. Naval Drydocks, Hunters Point, Cal. The members provided highly popular lunch-period entertainment for other employes.**

a splendid orchestra, and for special occasions we are permitted to call on the Drydocks Naval Band.

Musical Comedy Proved Important Revenue-Producer

I have mentioned that our basic source of financial revenue is from membership fees. There are supplementary sources, too. One of the most important has been a variety musical show, with a cast of about 75 members from personnel, that played to S.R.O. crowds at a leading San Francisco theater. We staged two performances. The theater offered to guarantee us a 2-weeks run, but our people had work at the Yard to perform. Since war's end some members of that cast have professionally gone into the theater and the movies.

US NAVY
OFFICIAL PHOTOGRAPH

• **The added stimulation of special rewards for special athletic prowress was universally recognized at Hunters Point Drydocks. Here, ranking women players are receiving their rewards. Individuals in the photo are not identified.**

The shipyards generally, of course, have been relieved of the enormous pressure for output. The problem of retaining ncessary personnel is now not nearly so intense as it was during the war years. But that does not alter the value of our experience or the opportunity to apply employe recreation profitably wherever people are employed.

What proved valuable in turning out ships for war can be applied with equally important results to producing articles for peacetime use. Employe recreation, like food, is not a cure-all for anything but hunger. In this case the hunger for companionship and for relief from monotony. And again like food, it satiates, in its own way, as nothing else can.

Open Schedules

This department is provided as a free service to AIM readers. All industrial teams, and teams seeking games with industrial clubs, are urged to use it freely. Mail an outline of your open dates to Open Schedules Department, AIM Magazine, 343 S. Dearborn, Chicago 4.

BASKETBALL GAMES WANTED

L. B. Smith Motor Division of L. B. Smith Co., Inc., 12th & Market Sts., Lemoyne (Harrisburg), Pa. M. H. Wilson, team manager.

TYPE OF TEAM: Amateur, Industrial. Male.

OPPONENTS DESIRED: Industrial, College, Professional, Semi-Pro or Service teams. Interested chiefly in matches with better-known industrial teams in larger communities.

PLAYING SCHEDULE: Home games played on Thursday nights and on every other Sunday afternoon. Would prefer games on Home & Home basis if possible. Return games with opponents would necessarily be on weekends, combining two or more games on each week-end trip. This is because we are a member of the Harrisburg Industrial League which plays on Mondays and Wednesdays.

Our home games are played in the Madrid Plaestra, Harrisburg, which has an excellent floor, although seating capacity is limited to 1200.

Our starting team averages 6 ft. 2½ inches. The second team average is slightly less than 6 ft. All players are ex-local high school and college men with several years of experience in the Industrial League.

At this writing we have Home & Home games with: Valley Forge Military Hospital, Indiantown Gap Military Reservation, Middletown Air Depot, Naval Air Station Flyers, Quonset Point, R. I.; Goodyear Tire & Rubber Co., Akron. We carry a squad of 10 players, embracing two teams.

M. H. WILSON, Manager,
1847 Boas St.,
Harrisburg, Pa.

AAU BASKETBALL

Service Optical Girls' Basketball Team wants AAU games either away from home or in Des Moines, Ia. Write or wire Frank Brody, Coach, Service Optical Co., Des Moines 9, Ia. This team includes two All-Americans and the National AAU beauty queen.

200-LB. BUCK ONE DAY, 150-POUNDER THE NEXT

James Currier, assistant general foreman in the Motor Division of General Electric Co., West Lynn, Mass., and Foreman Fred Flaherty, same division, probably would be very happy about how to personally sponsor hunting as the ultra, ultra, number-one top sport of all industrial programs. For these two gentlemen on a recent deer trip bagged a 200-lb. buck the first day out and repeated with a 150-pounder the second. The animals were exhibited to envious colleagues at West Lynn before being cold-storaged.

• **GIRLS LIKE GYMNASTICS:** North American Aviation, one of the principal contributors to America's enormous war output of military aircraft and now building meteor-speed planes for postwar use, has discovered gym classes to be especially popular with its female employes and plans to retain these activities in its future recreation program. The company provides competent instructors for this and other activities to keep its personnel in tiptop physical and mental condition. The result, it says, is evident in quality of output.

• **MRS. FLORENCE KERR, director Women's Department, Traffic Promotion, Northwest Airlines, Inc.**

Recreation as Seen by

MANAGEMENT

By MRS. FLORENCE KERR

DIRECTOR OF TRAFFIC FOR WOMEN, NORTHWEST AIRLINES

• NO COMPANY INITIATES or makes a success of a program such as ours unless someone high in the counsel of the company really believe in the service proposed. In the case of Northwest Airlines, Mr. Croil Hunter, president and general manager, and Mr. Linus C. Glotzbach, assistant to the president and head of our Personnel Administration, take an active and intelligent interest in all that pertains to this work.

They know that thousands of employes depend upon them to steer a course that promises for them opportunities and progress. Thus these same executives who are always cognizant of the need for a healthy profit and loss status, have enough vision to hold the individual interests of their employes in high esteem. They subscribe to the theory wholeheartedly that management cannot move ahead without labor support; without the cooperation, understanding and respect of every employe. One important aspect of their convictions and mine is that recreation is necessary as an employe service, that it is a prime factor in boosting morale and promoting efficiency.

Recreation's Relationship to Morale

Employe morale, that intangible ingredient, is an imponderable relationship element, which can be affected for better or worse by a number of factors.

High morale contributes to harmonious relationships; low morale, or even passive morale, may, and often does, undermine and destroy those relationships. As such, morale and the factors that affect it are, and must be, of great concern to top management, to the personnel administrator, and to all officials of every firm.

Aside from the immediate direct influences on employe morale—such as wages, working conditions and home status—there are secondary elements which are scarcely less influential. One of these secondary elements which we hold to be most important is the matter of the employe's personal application of his leisure time: his recreation.

The chances are that an employe who is made to feel happy and satisfied with his fellow workers, through activities geared to his interest, is in a better frame of mind to concentrate all his thoughts and energies on his daily work. Conversely, the unhappy, unadjusted worker who is worried about his lack of status with the company or with other employes is a distracted man whose daily work suffers proportionately.

It is clear to us at Northwest that many maladjustments arise from the routine, continuous and uninteresting relationships of work. Experience shows that many problems of morale on the part of the employes have disappeared with the friendliness and understanding generated from associations made possible through a ball game, a bowling match, or the pursuit of a hobby.

This is Management's Return

The recreation program provides at least in part a means whereby employes can meet and discuss, on an informal basis, their personal interests. From the personnel point of view, this minimizes the repercussions on morale arising from the graver responsibilities of maintaining labor relations of all varieties. The fact that it is a service type of program, designed for, conducted by and participated in by employes themselves, brings about a cooperation and responsibility which reflects credit upon personnel administrators and, in turn, upon management.

These several benefits growing out of the operation of an employe recreation program more than outweigh the contributions and support required of management,—contributions largely in terms of facilities, leadership, good-will and encouragement.

We feel that it is entirely logical that the personnel administrator take a leading role in providing the sponsorship and direction from within his department. To be able to do so effectively, however, the personnel administrator should himself be familiar with employe recreation and its purpose and limitations.

We are singularly fortunate in having such a head in our Personnel Department.

Yes, top management in our firm takes a direct interest in the leisure time of its employes. It is so because the Recreation Division, as part of the Personnel Department, is directly responsible to the personnel administrator, who is the president's assistant.

With respect to the establishment of a recreation program where none exists on a formal basis, one question arises which requires a carefully-considered answer: How far should the employer go in fostering the establishment of an employe recreation program and in helping finance it as a continuous operation?

How Far Should Employer Go?

Regarding the first part of that question—the matter of setting into operation an industrial recreation program—it is quite obvious that any employer convinced of the desirability of a service program should spend no time in delaying its founding. It is the *hors d'ouvres* or the initial service in the development of other would-be services, such as an employes' credit union and employe-operated restaurants or cooperative stores.

The employe group should be made aware of the favorable attitude of management toward such an undertaking; and if the idea is received kindly, interested employes should have placed at their disposal information concerning the proper course to follow.

When that process has been completed, i.e., gaining employe interest through a representative committee, guidance of professionals or technicians in the field (and I want to emphatically say that this is a specialized field, just as much so as finance and advertising) then management is ready to set up a budget for a year-round program.

The same pattern of development holds true, of course, in the frequent instances where the initial impetus for a program comes spontaneously from the employe group. There is danger in coasting into this program of service just as there is in any other project which is not dealt with through advance planning and the formulation of a set of policies.

Beyond expressing good-will and encouragement toward the undertaking, however, it is necessary that the employer steer a careful course which avoids the pitfalls of either paternalism or indifference.

Instances have occurred, unfortunately, where employers have "moved in" to dominate the program, forgetting that, to be successful, such a broad employe undertaking must be operated by, as well as for, its clientele ——the employes.

A reverse situation is also possible, and has occurred: Select or special-privilege groups, under the guise of management support or under the lack of administrative guidance, may assume control of the program for the benefit of old-line or seniority employes. No worse situation could exist.

Aside from this, there are several other points at which determination of management policy is necessary. Among these is the question of providing employes equal opportunities, irrespective of their race, creed or rank.

All too frequently, top management and supervision, those representatives who are looked upon by the employe as the keys to their individual progress, are unable at work to be as congenial as available and as common as they would like.

• Northwest Airlines employes a number of girls in important posts. They have equaled if not exceeded male employes in recreation activities. Bowling is a favorite with this group.

• Badminton lends itself ideally in warm weather to informal play on suitable landing-field areas that provide space for nets. Below Horseshoes is another good impromptu game around the airports.

• LINUS C. GLOTZBACH, assistant to president, Northwest Airlines, Inc., whose appraisal of fitness as it applies to manpower is based on modern acceptance of the individual employe's importance to an organization's total success.

Supervisors Not Universally Aware of Opportunities

The opportunity afforded to foremen, supervisors and executives by participation in sports with John Doakes and Jane Riley of the warehouse or electric shop is unlimited, and unrealized by many in those positions.

• CROIL HUNTER, president and general manager of Northwest Airlines, Inc.—representative of Management's more progressive group that has explored employe recreation, found it profitable, and is expanding its application.

To clinch that point, we need but look at a picnic wherein the boss doesn't "show" until the party is well under way—probably every worker, within the first half hour, has commented about his absence—and when he does arrive, the party really "gets on"—because he now is a "regular guy" too!

And what about the mechanic who takes great pride in bowling against the president or vice-president? Certainly, we must appreciate the tonic effect a win over the boss must have!

Thus far, this discussion has indicated only in terms of purpose the contribution that industrial recreation can make to the personnel program of management. Let us look at another aspect,—one which deals with the economy of establishing such a program.

Most every industry of 100 employes or more must already be paying a sizable sum toward the recreation of its employes. Maybe that startles you. Probably not, since you may feel that some employe wages are spent on recreation, and that you, in turn, are paying indirectly for it.

Every large employe group has leaders within it, whether they are carpenters, machinists, office workers or janitors. These groups have a homogeneity of interests. Either they want to play together, or they want to join in planning a picnic. Maybe they are interested in developing a quartet or an orchestra.

• Northwest Airlines girls like softball, too. Play areas are usually arranged on unused parts of landing fields.

I venture to say that most firms sponsor indirectly some form of recreation for employes. It may be in the form of softball, baseball, basketball, hockey, or bowling, an amateur show or orchestra.

Our experience shows that employe groups with akin interests spontaneously organize themselves for these activities. In many cases, they approach management for funds for uniforms or for entry fees. Whenever these funds are not granted, the activity cannot develop and

To Page 48

• Shuffleboard courts have been installed by Northwest Airlines at airfield locations convenient to odd-moment use of employes.

IN JANUARY AIM

THE first authoritative figures to be released on the size and influence of the Industrial Recreation Field will appear in a lead article by

JOHN W. FULTON
Executive Secretary of the IRA

THIS article is of importance not only to recreation directors, by pointing out the vast impact-scope of their activities, but it carries equal significance to equipment and service sources supplying this market.

BE sure to read:

Industrial Recreation, 1946

By JOHN W. FULTON
in
January AIM

From Page 27

commerce, many packages and letters arrive here from distant countries. Periodically a stamp sheet is sent around to all club members, informing them of the stamps each member possesses and the type he or she would like to obtain. Stamp collectors are avid traders.

• Archery is a top Johnson & Johnson sport with both men and women. The recreation club, named for the beautiful Raritan River, has acquired sufficient facilities for all types of activities. The policy is "enough at all times for everyone."

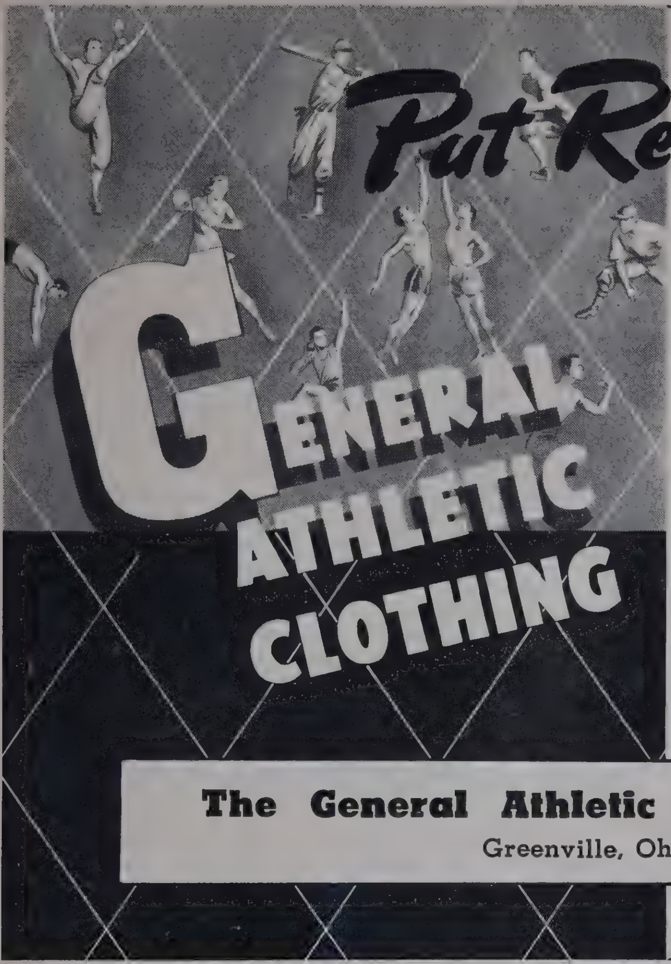
Headquarters for all recreational activities is in the Personnel Department. It is here that the athletic director, who supervises the sports program, maintains his office.

Fine Clubs for Veteran Employes

The Personnel Department from time to time, through the athletic manager, fosters various marginal activities. One of these projects which has been a tremendous suc-

• J&J's basketball teams date back to 1930, when the present recreation setup was installed. Membership in the total club includes all top executives as well as plant employes.

J&J
J&J
J&J
J&J
Johnson & Johnson
J&J



Put Recreation into Your Reconversion

NOW, MORE THAN EVER . . .

You should interest your employees in physical fitness through a planned athletic program. Comfortable, colorful, well-fitting athletic clothing adds zest to any competitive sport. "General" brand athletic clothing will give them what they want. Quality has been maintained. The styles are outstanding. And the fit? IT's Super. Ask your local sports goods dealer to show you clothing made by General.

The Best Dressed Players Wear

General Athletic Clothing

ATHLETIC GENERAL BRAND GENERAL PRODUCTS

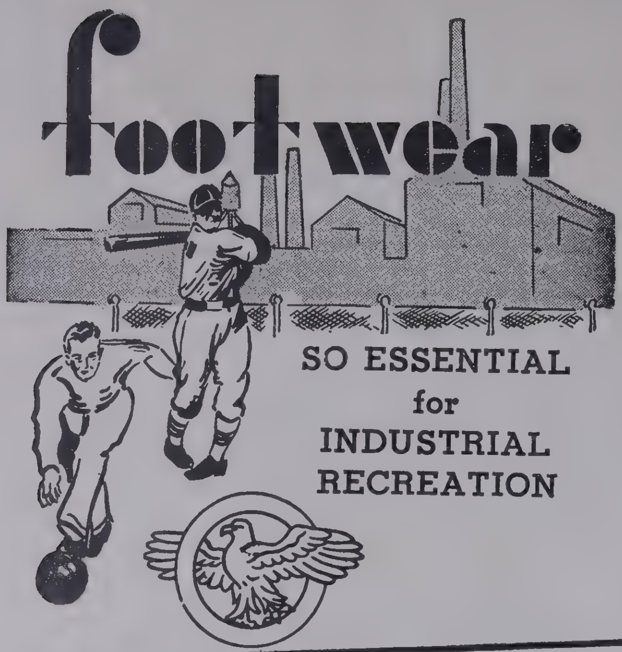
The General Athletic Products Co.,
Greenville, Ohio

cess is Victory Gardens for all employes, which yearly attract 200 people. Another and perhaps the most important marginal activity is the various service parties for employes who have attained 5, 10, 15, 20 and 25 years of service in Johnson & Johnson. These clubs meet periodically during the year and in the fall all new members are presented with a pin signifying their number of years of service. Average membership is 200 employes per club.

One of the surest signs that progress is not being attained is to be content with a program. That is not the case with the recreational program at J&J. Our post-war plans call for much more extensive undertakings than we ever have had. Plans have been drawn up and formulated with many new ideas that will enable J&J to present an increasingly better program for the employe group.

FOOTBALL COACH NOW HAS STORE

• Industrial football coaches in the Jersey City, N. J. area will be interested to learn that Ed Franco, whose laurels in this sport covered the period from 1935 to 1938, is now head of a sporting goods store in that city. The firm is known as Ed Franco Sports Equipment, Inc. It is located at 2712 Boulevard. Franco played with Fordham in 1935, '36 and '37 and earned All-American honors the latter two years. He was captain of the East-West game at San Francisco in 1938, captain of the College All-Stars in the Eastern All-Star game that year, and completed the season as a member of the All-American football team that toured France under Jim Crowley of Fordham. The photo shows Franco in his shop.



ANOTHER REASON *Why* MANAGEMENT WILL RETAIN THESE PROGRAMS!

★

250,000 European soldiers will be coming home with honorable discharges for a well-earned return to civilian life and employment. From the battles of Tunisia, Salerno, Cassino and Normandy will come men skilled in war for rehabilitation in industry.

As we plan an even finer and more complete line of footwear so essential to industrial sports, so you of Management, your Personnel Directors, your Labor Management Committees and your organized Athletic Teams will be planning the programs that will help to adjust these men to new surroundings and new livelihood.

Hyde welcomes the opportunity of helping you plan these activities for tomorrow's scheme of better production.

HYDE

HYDE ATHLETIC SHOE COMPANY
CAMBRIDGE, MASSACHUSETTS

From Page 23

previously stated that our program is non-paternalistic. This isn't entirely accurate because our management contributes the services of the professional recreational director, allocates space for the stores and supplies and provides heat and light for the stores.

And occasionally the association decides to sponsor a feature function, such as an annual Christmas party free to employes and their families. A venture of this size naturally requires thousands of dollars. In such cases the board requests management to defray half of the cost.

Physical equipment, such as an outdoor area with clubhouse, playground equipment, athletic field, tennis courts, costs more than the association can afford. So it again requests management to contribute half the cost. A recreation hall is supplied by management. This is management's way of cooperating with the employes.

Spending funds on an equitable basis for the greatest number of employes is truly an art. Each request for funds or sponsorship of events must be carefully analyzed. The tail must not wag the dog.

Allocation of Funds

After anticipated income and budget of expense for the year have been planned—with provision for new activities and facilities—the association is ready for business.

Interest is always centered on the majority—the activities that attract the greatest number of participants. Although we have representative teams, they for example are secondary to intraplant leagues. But there are occasions when representative teams are requested by a large number of employes because they enjoy a certain type of sport from a spectator standpoint.

To illustrate, during the war professional baseball of the Class B type was suspended. So, in consideration of baseball fans at the various war plants, a War Plant League was organized. The league had team representation from five local war plants and one from a nearby army camp.

Hundreds of our employes enjoyed those games. From that standpoint such activity is justified. But we feel that the participant derives more good than the spectator and so we evaluate the activity. Statistics prove otherwise, but may suggest there is still much work to be done to teach people the value of participation.

When sufficient interest in any given activity is manifested, the recreation director, with the leaders, plans the activity and works out a proposed budget.

For a typical example, let's consider a softball intraplant league. The captains of the various teams meet with the recreation director and form a board. Necessary officers are elected. These officers and the recreation director work out the details, such as needed uniforms, other equipment, umpires.

They then work out a proposed budget. They next appear at an association meeting, submit their plans and request a budget. After they have stated their request, the association board discusses the project and approves or rejects it.

Few reasonable requests are ever rejected. The point is that the employes are deciding, planning and making decisions.

It's democracy in action on a small scale. It eliminates criticism of management and—although many times pressure groups try to influence board action—it has been most gratifying and very enlightening to note the capable, fair and efficient manner employes can handle the business of industrial recreation.

• Servel has 65 of these "automatic canteens" distributed through its plant. Revenues go into the recreation and welfare fund. The enormous program conducted by this firm is in large measure financed by canteen and store profits.

Recreation Director's Job

The recreation director is, in all this, specifically responsible for purchasing equipment, planning events, assisting the board, maintaining accounts to see that groups do not exceed their budgets, approving bills, keeping facilities in good condition, publicity, and coordinating all activities.

He also originates new programs. He strives continually to develop the leaders of the various activities to the point where they entirely manage the events.

There are dozens of activities at Servel that for years have operated on their own with the advice and counsel of the recreation director and no more. That, although a sketchy explanation of what I choose to call the art of spending funds, has, I hope, presented the general idea.

Now last but by no means least, I would like to describe our protection of the employes' association funds. First, the treasurer of the employe association is the only member of management that holds office.

The treasurer of our company has, at the request of the association, always been the treasurer of the employes' association. His experience serves as a balance wheel. All accounts are cleared through his department. Monthly reports and financial statements are made up the same as for any other factory division. Company auditors audit the association books when company books are audited. These are additional services that the company renders the association.

Insurance of Participants

We have been blessed with a minimum of serious accidents through participation in our activities, due to a continual drive for safety in our activities. We regularly

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• Manufacture of GEP RODS will be resumed just as soon as materials and labor are available. It is doubtful, however, if many rods will be ready before next year. Ask your Jobber to let you know when he receives his supply.

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Specialists in Steel Fishing Rods for

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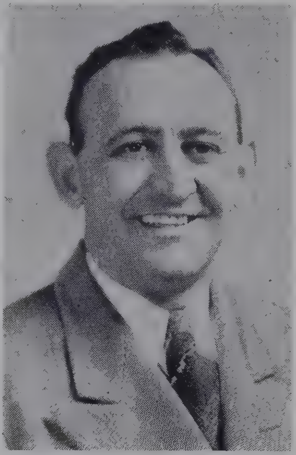
inspect our physical equipment for hazards. We also insist that representative athletic teams and other groups that must be transported from one point to another use proper facilities.

For example, our softball team won the state title one year and made a four-weeks tour all over the South. A bus was chartered, but before any contract was signed the bus operator was requested to submit his insurance policy for study by our insurance department.

I cite that example as necessary protection. For many years I have tried to find adequate insurance coverage for all of our recreational activities. Those of you who have tried this know that most insurance companies shy away from this type of business.

However, all companies must have proper insurance coverage on all company properties. This runs into staggering premiums. Insurance companies like that sort of business. They like it so well that if management will discuss coverage for recreational activities with them, they will lend a willing ear. It is my hope that something will originate from insurance companies that will make it negligent not to protect participants, for, by so doing, employe association funds are also protected.



WALTER MAUPIN HEADS PEARSON ARCHERY SALES

Walter Maupin, a tournament archer and for several years an executive of the Ben Pearson Co., Pine Bluff, Ark., has been appointed sales manager of that firm, according to an announcement by Carl Haun, president. Mr. Maupin has had more than 20 years of experience in the supervision of woodworking plants. He has been with Pearson for the past 7 years, the first two as plant superintendent. More recently he has been assistant sales manager. In addition to tournament and exhibition shooting, Mr. Maupin is an inveterate hunter with the bow. During the special 1945 archery hunting season in Wisconsin he was one of the relatively few shooters to bring in a buck. In his new post he will be available for counsel with industrial recreation directors managing or installing archery clubs.

EQUINOX MILL INSTALLING SPORTS, NEEDS LITERATURE

A sports program featuring basketball as a starter has been installed at the Equinox Mill, Anderson, S. C., under supervision of Andrew B. Calhoun, vice-president and general manager. Mr. Calhoun advises AIM that the mill has an excellent gymnasium building and is interested in installing additional sports. Literature on proposed activities and catalogs embracing equipment will be welcomed.

EQUIPMENT STILL GOING OVERSEAS

An illustration of the urgency of the need for athletic equipment for the Army of Occupation in Europe—which in turn influences available supplies of equipment for industrial athletics and other activities of a domestic nature—occurred recently when a 2½-ton shipment of athletic shoes was made from Philadelphia to Germany by air. The shipment was from Brooks Shoe Mfg. Co. It was delivered to destination in a matter of hours.

From Page 13

either because they do not appreciate what this will do to make the place attractive, or are afraid of the cost.

A few hundred dollars for landscaping and shade trees will improve the appearance and make a very favorable impression on those who visit the range. Besides, the shade trees provide a cool place for the shooters to rest between relays.

We could take a valuable lesson from practically all of the rifle clubs in England, where landscaping and keeping the range clean and in perfect order is almost a fetish. Frankly, the success or failure of a rifle club in our opinion depends mostly on the reactions of the members to the conveniences furnished and the various activities provided by the club.

• The Richmond, Cal., Rifle Club range house and firing line. Fifty targets are provided. This type of range may be installed for less than $500, provided excavation is not required.

It has been said that the success or failure of a club depends upon its secretary. That's only partly true, unless the secretary acts also as Executive Officer and in other capacities.

The Executive Officer is really the sparkplug of a club, and unless he keeps things moving and provides satisfactory facilities for the members, there isn't much chance of the club surviving.

NO UNLIMITED AMMUNITION SUPPLY AS YET

Lifting of all War Production Board restrictions on the sale of sporting ammunition, announced last month from Washington, does not mean that an unlimited supply of ammunition is now available, the Sportsmen's Service Bureau declares.

Although manufacturers, handicapped by quota restrictions on the use of lead, have been swinging over to peacetime production as rapidly as possible since August 31, they have not yet had sufficient time to place on dealers' shelves a stock adequate to meet the demands of a normal hunting season.

Production and distribution is increasing, but although the government has removed the annual quota limitation of 150 rounds of 22 calibre cartridges, 40 rounds of centerfire rifle ammunition (or 50 rounds of the type usually packaged 50 to a box) and 100 shotgun shells of any gauge, production and distribution must still be allocated on a pro-rata basis. This obviously means that most dealers must limit individual sales in accordance with the stock on hand.

Johnny Is Marching Home and Ederer's Ready...

Yes, Ederer is again ready to manufacture the "Invincible" sports nets Johnny will be wanting for games less grim than war.

The patience you have shown in waiting until we are again able to supply the civilian need for sports nets, is greatly appreciated by the R. J. Ederer Company.

To increase production, expedite deliveries, and to permit concentration of our entire production facilities for furnishing our jobbers much-needed stocks for profitable "Invincible" sport net sales, we have reduced the number of items we are manufacturing.

Our new "Invincible" line is made up of the most popular items, consisting of nine numbers in Tennis Nets, four Volley Net numbers, two Badminton Net numbers, and two numbers in Basketball Goal Nets.

Contact your Jobber today for complete information on "Invincible" Sports Nets.

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of
TENNIS COURTS
&
ATHLETIC FACILITIES

F. C. FEISE

Narberth, Penna.

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grow. If it is left to lag or die out because of lack of support, morale suffers, and another gripe is registered against management's attitude toward the worker.

Yet all the time consumed by these unofficially sponsored activities is charged to the company payroll in the form of time consumed. The cost to you may not seem large, but it is a sizeable figure over a period of a year. Therein lies the economy of recognizing and supporting a recreation program under good leadership which possesses knowledge of organization and of availability, public and private, of services and facilities.

With a pat on the back from management, your employe group is properly directed, and the dividends of a happy worker's attitude "pay-off."

We were really surprised upon setting up a program at Northwest. The announcement had scarcely dried its ink when inquiries began to pile up about what might happen to this or that group which had been operating within the plant in receiving some financial assistance from our company.

It was necessary for us to assure them that their activities would continue; that a set of policies which provided that recreation was to be a complement to work, and not a supplement for it would be set up.

Management at Northwest Airlines is convinced of the worthwhileness of what has already been accomplished and the necessity for continuing its provision for such a program now that more normal times are here.

BASEBALL FILMS NOW AVAILABLE ON LOAN

The following motion-picture films, in 16mm size, are now available on loan from the office of the American League of Professional Baseball Clubs, 310 S. Michigan, Chicago 4, according to an announcement to AIM by Lew Fonseca, director of promotion for that body:

The Ninth Inning, Inside Baseball, World Series of 1943, World Series of 1944.

Two new films, *World Series of 1945* and *Circling the Bases,* will be available after January 15 from this source.

All of these films may be borrowed on a no-cost basis. The borrower must pay express charges to and from Chicago. Requests should be made directly to Mr. Fonseca.

The Ninth Inning is available in both 4- and 2-reel versions, and also in 35mm. It is an instructional picture—the 4-reel length running 45 minutes and the 2-reel version about 22 minutes—dedicated to the memory of Lou Gehrig. The cast includes more than 50 baseball stars of the current and past generation of players.

Inside Baseball is a 3-reeler in 16mm only. It runs about 30 minutes, and covers thoroughly the important fundamentals of play. The cast includes Bob Feller, Red Ruffing, Lefty Grove, Ted Williams, Joe DiMaggio, Hank Greenberg, Joe Gordon, Frank Crosetti, Joe Kuehl, Bill Dickey and George Case.

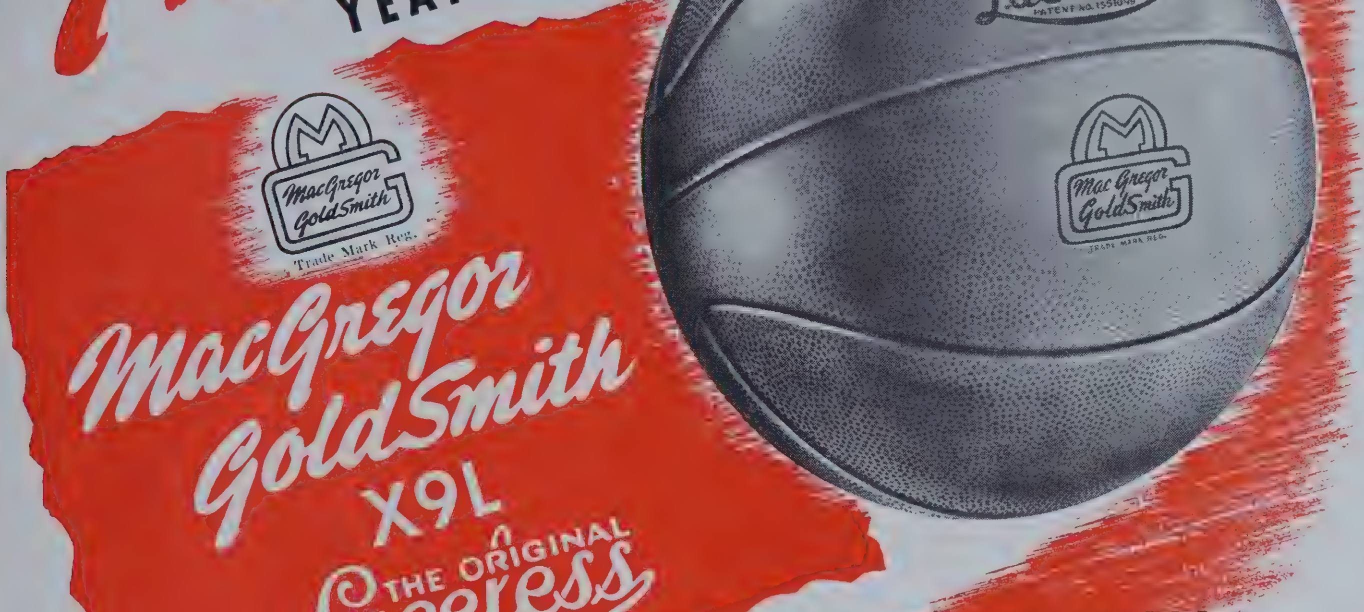
The World Series films were produced in cooperation with A. G. Spalding & Bros. and Hillerich & Bradsby Co. The 1943 film runs approximately 22 minutes and the 1944 film about 30. Each is principally for entertainment purposes. The subjects were produced originally for the Armed Services, but Mr. Fonseca has agreed to loan them to industrial and community groups as well.

More complete descriptions of all subjects are incorporated in folders that may be obtained from Mr. Fonseca.

NEW OUTDOOR CLUB AT MUSKEGON

MUSKEGON (MICH.) Piston Ring Co. employes have organized a hunting and fishing club to be known as Empyarco Outdoorsmen.

FOR THE 7th CONSECUTIVE YEAR . . .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Memorial Auditorium, Buffalo **Convention Hall, Philadelphia**

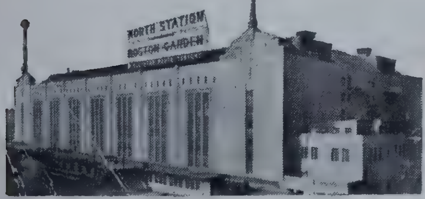
And for the second consecutive year in

Boston Garden Arena

Madison Square Garden, N. Y.

Convention Hall, Philadelphia

Memorial Auditorium, Buffalo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The ball is used exclusively in all intercollegiate basketball games played in these famous sports centers.

Mr. Personnel Manager and Recreation Director—
Obtain Your FREE Copy of This Book

"INDUSTRIAL RECREATION"

—you, too, will find it offers effortless aid in planning and organizing your own successful Industrial Recreation Department.

IMPORTANT! SCAN THIS TABLE OF CONTENTS

What is Industrial Recreation? • The Need for Industrial Recreation. • Industry's Opportunity in Recreation. • How to Organize a Recreation Activities. • Popular Industrial Recreation Activities. • Activities for All Employees. • Recreation and Physical Fitness. • Financing Recreation Programs. • Industrial Recreation Facilities. • Qualifications of a Recreation Leader. • "Approved Rulings" on Industrial Recreation.

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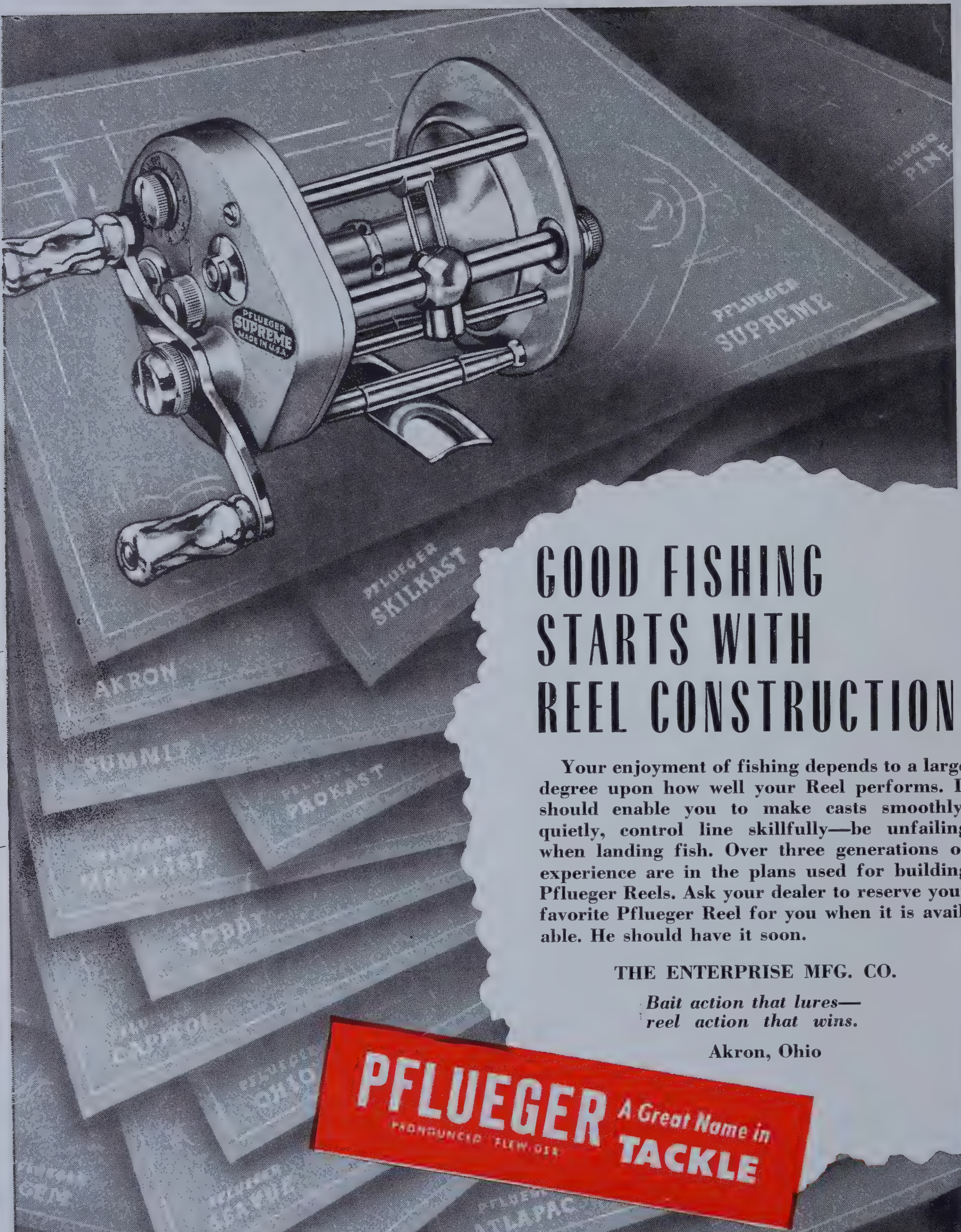
Equipment & Management Journal *for* Industrial Sports & Recreation

UNIVERSITY OF ILLINOIS

BASKETBALL Coming Up!

REMINDER: Action between Falk and Allis-Chalmers. An article on latter firm's program will appear in December AIM.

November
1945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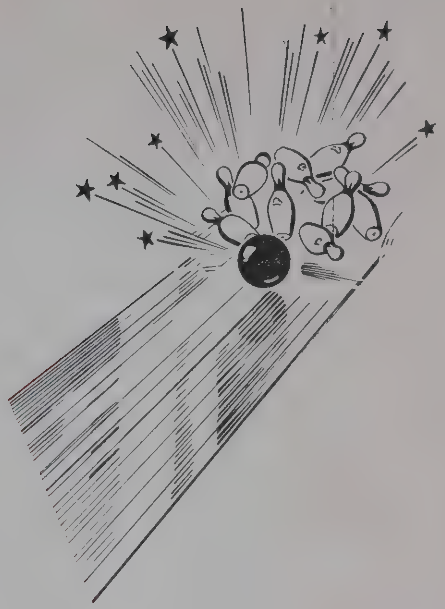
Bowling Alleys

ARE THE SPOTS FOR FRIENDLY "GET-TOGETHERS"



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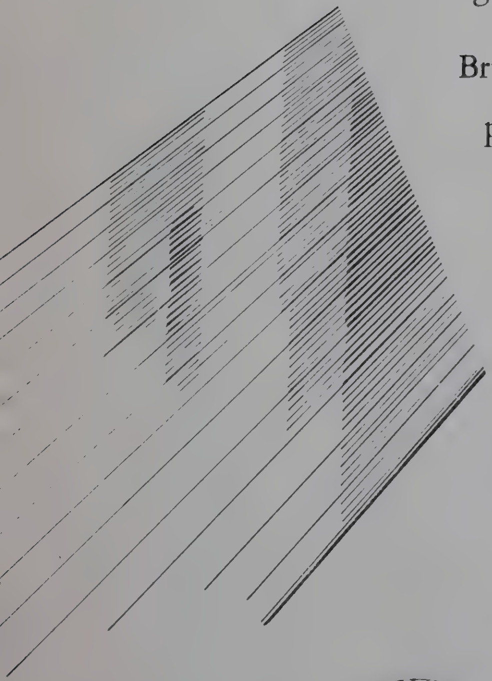

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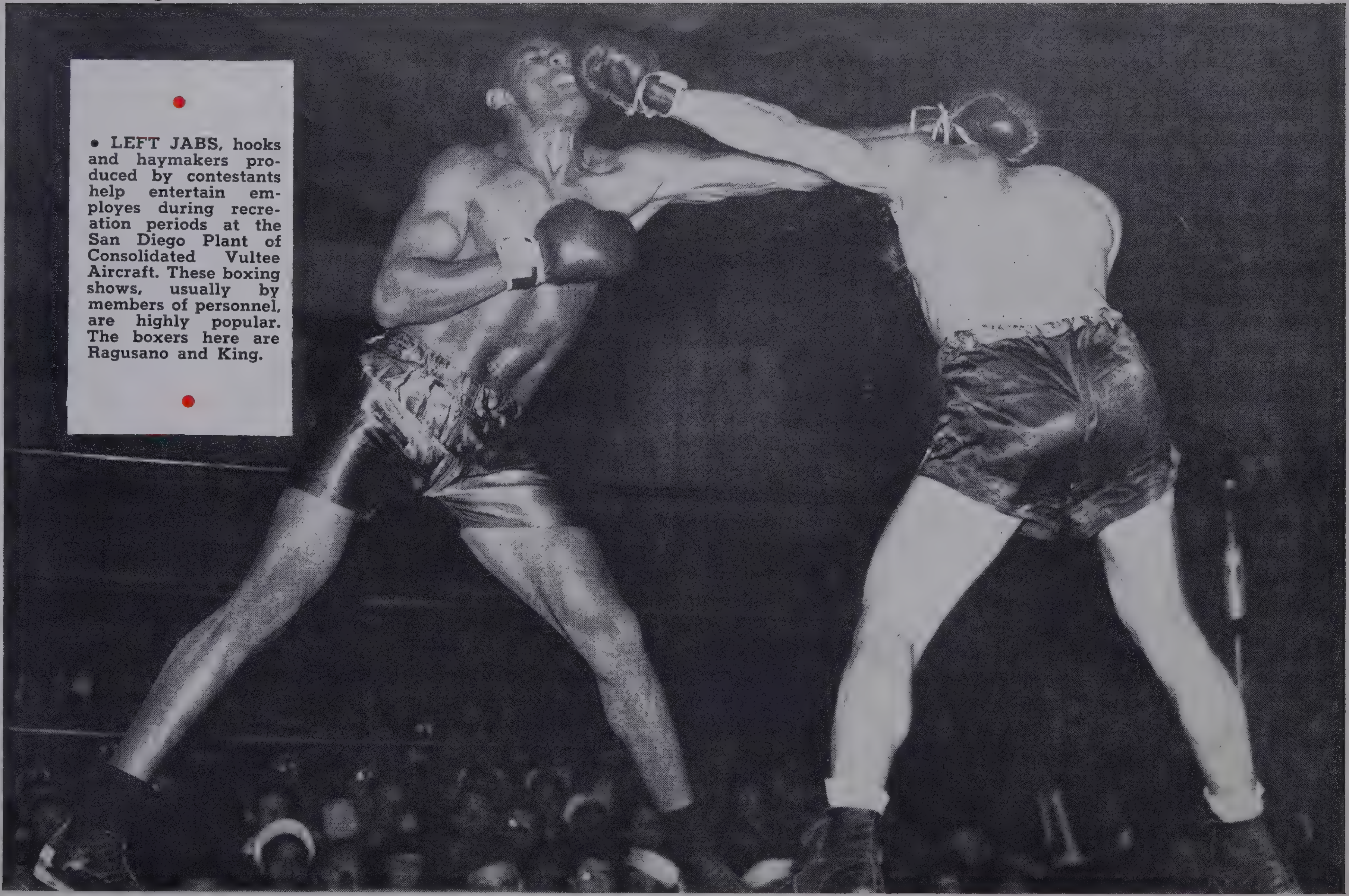

• **LEFT JABS,** hooks and haymakers produced by contestants help entertain employes during recreation periods at the San Diego Plant of Consolidated Vultee Aircraft. These boxing shows, usually by members of personnel, are highly popular. The boxers here are Ragusano and King.

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No doubt many of your Post War plans include new equipment, re-modeling and other plant improvements.

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For over 30 years, DUBOW Sport Equipment of every kind —Basketballs, Footballs, Baseball Gloves and Mitts, Golf Clubs, Volley Balls, Boxing Gloves and many others—have contributed greatly to the fun and better performance of these sports.

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• **NORTH AMERICAN EMPLOYES' RED-CROSS UNIT:** An extremely active department of the North American Aviation (Inglewood, Cal.) Recreation Program is the firm's First Aid Red Cross Unit that, working in conjunction with Recreation and Welfare Departments, serves both civilian and service personnel connected with the aircraft factory. The Red Cross Unit activities, which are coordinated by Margery Waters of the Recreation Office, include cigarette drives, hospital visits, bond-selling drives and various other postwar projects, particularly training in first-aid in case of emergency at the plant.

Hail The Champs!

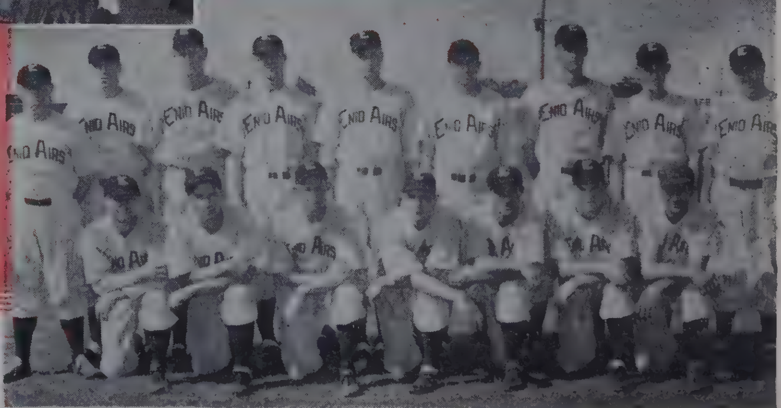
. . . and congratulations to those organizations, both national and sectional, who have kept America's favorite games in the headlines throughout the war years.

THE SHELBY TEAM—AMERICAN LEGION NATIONAL JUNIOR BASEBALL CHAMPIONS
sponsored by Warren Hoyle, A. L. Post No. 82, Shelby, N. Carolina. 1945 Championship played at Charlotte, North Carolina.

THE JAX BREWERS—AMATEUR SOFTBALL ASSOCIATION OF AMERICA GIRLS' WORLD'S CHAMPIONS
representing Jackson Brewing Co., New Orleans, 1945 Championship played at Lakewood Elks Stadium, Lakewood, Ohio.

THE ZOLLNER PISTONS—AMATEUR SOFTBALL ASSOCIATION OF AMERICA MEN'S WORLD'S CHAMPIONS
representing Zollner Machine Works, Ft. Wayne, Indiana. 1945 Championship played at Lakewood Elks Stadium, Lakewood, Ohio.

THE ENID AIRS—NATIONAL SEMI-PRO BASEBALL CHAMPIONS
representing Enid Army Air Field, Enid, Oklahoma. 1945 Championship played at Wichita, Kansas.



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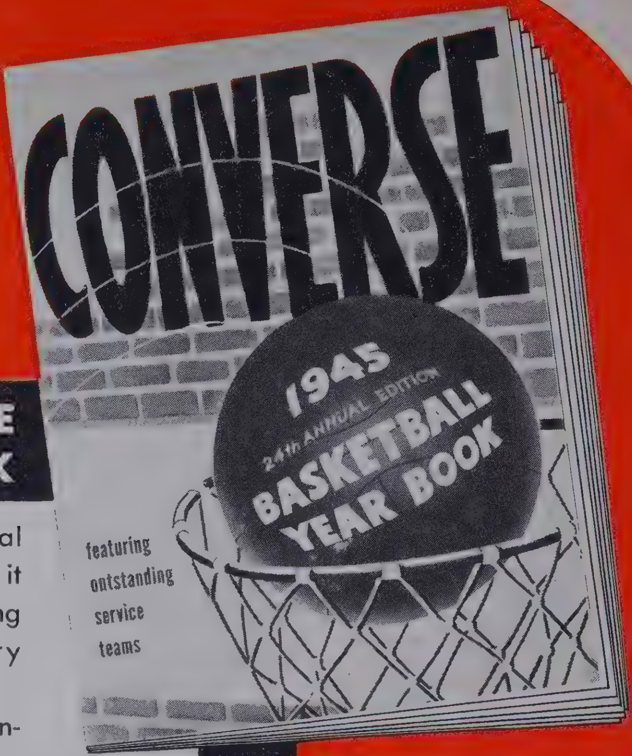

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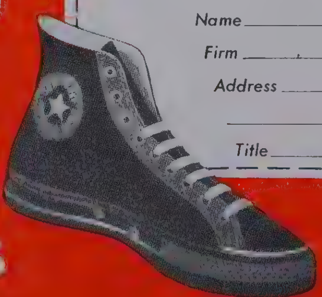

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THROUGH ATHLETICS AND RECREATION

The Magazine of Industrial

AIM

for American Industrial Manpower

Sports and Recreation

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Publishing Staff

William P Jacobs	Publisher
Ames A. Castle	Editor
Col. Harry McSween	Press Representative
John F. Norris	Business Manager
Edwin S. Baker	Associate Editor
Dr. M. W. Brown	Educational Advisor
Leila Johnson	Circulation Manager
Philip J. Hackett	Adv. Representative
W. V. Hodge	Adv. Representative
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November 1945

Volume 4 **Number 11**

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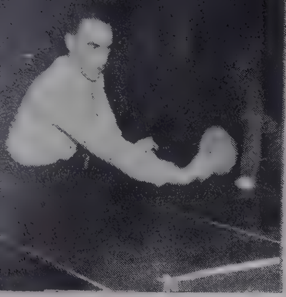
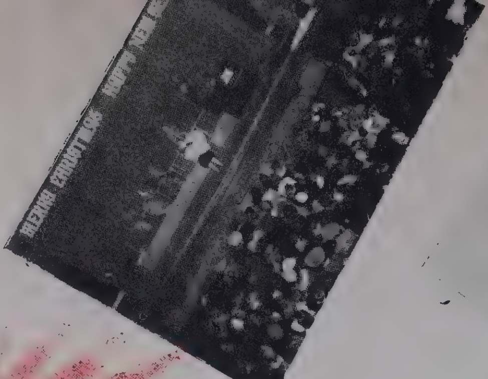
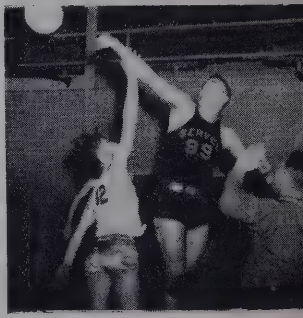


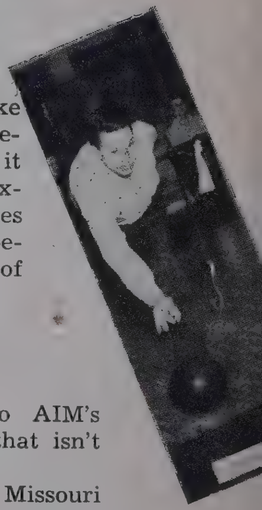


Reflecting Post-war Trend of Industrial Sports

AIM *Grows* UP!



Photos from Servel



• WITH THIS ISSUE, AIM—now one year old—pushes out its chest, hitches up its rompers and assumes bigger size. The gesture is Progress. While no reader complained particularly about AIM's original pocket-trim, the bigger page makes possible a more graphic reproduction of certain types of important text.

AIM hopes the overall impression will be that not only AIM but Industrial Recreation, the field it serves, is also "growing up." For that impression would be amply substantiated. War's end has produced the anomaly of increasing man-hours devoted to recreation in plants that have undergone the greatest shrinkage in personnel. Which simply indicates that the remaining employes have more time for purposeful recreation and are applying it with enthusiasm. AIM's field thus is expanding and AIM finds more critical need for its services.

Services Expanded

So those services are being expanded, too,—and in many directions. Exploration into the therapeutic value of sports is an example. Before the war, most folks regarded sports simply as fun. But as industrial and military injuries mounted and customary corrective and rehabilitation processes were found inadequate, sports were paraded for an inspection of the value they might offer in recovering the use of maimed arms, legs, eyes.

Pioneers put them to work. The results were good. Now sports are an accepted tool of industrial rehabilitation, their application to this field is growing, and AIM, beginning with this issue, is installing a regular department on this subject.

However, AIM, in this new department, is going a bit beyond recuperative application. It will explore the possibilities of sports as preventatives, too. And to head up the new department AIM has been fortunate in acquiring an outstanding authority. He is H. C. Carlson, M.D., director of student health at the University of Pittsburgh, head basketball coach of that noted institution, and a leading figure nationally in amateur sports circles.

And if those qualifications aren't regarded adequate, we'll let you in on a bit of Dr. Carlson's industrial background. This illustrious physical educator—a fact few people know—financed his professional education by working as a coal miner. He subsequently served as plant physician for several leading industrial firms in the steel and mining industries. Thus Dr. Carlson has not only the professional qualifications of a physician and physical educator, but an intimate knowledge of industrial people and industrial problems as well.

We think you'll like Dr. Carlson's new department. We know it will help you to explore the vast values of sports that lie beyond the horizon of simple recreation.

A New Gun Editor, Too

And, returning to AIM's expanded services, that isn't by any means all.

Down in southern Missouri there is a university known to technical men throughout industry, for many of its graduates fill important industrial posts. It is the Missouri school of Mines. This institution is

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Dayton IRA Conference Opens December 6

The National Industrial Recreation Association, the Dayton Industrial Recreation Association and the local Chamber of Commerce will co-sponsor an industrial recreation conference to be held at Biltmore Hotel, Dayton, O., from noon, December 6, to noon the following day. An open invitation is extended to all industrial recreation and personnel executives, regardless of whether they are affiliated with the sponsoring agencies.

Subjects scheduled for discussion include "What is Industrial Recreation?", "How to Organize and Finance Employe Recreation," "How Management Regards Recreation," "Duties of Recreation Directors," and "Meeting Women's Needs in Employe Recreation."

Registration charge, which will cover all sessions, two luncheons and one dinner, will be $10. Advance registrations should be submitted to the Athletic Committee of the Dayton Chamber of Commerce.

Ideas from Industrial Winter-Sports Activities of 44-45

Fishing

• West Coast angling contests often run through the Winter. Consolidated-Vultee gives prizes to winners, as shown here. Target-casting goes well indoors when the weather's inclement.

Bunk Club

• Anglers like to exchange tall tales. Some plants have clubs for the purpose. Cleveland Graphite Bronze Co. awards genuine, solid plywood plaque to the winners!

Holiday Turkeys

• Some plants award turkeys on holidays to sport champions, others give them to all the force. Morton Co. follows latter course. This distribution was before Christmas, 1944.

Volleyball

• Most everyone can play volleyball. Equipment is inexpensive. Install courts on unused floor areas.

Photo from Cleveland Graphite Bronze Co.

Roller Skating

Table Tennis

• Table-tennis can be installed in limited areas; cost, in relation to players accomodated, is small. General Engineering Co. has number of these tables in plant for lunch-period, evening use.

Basketball

• Thousands of firms have basketball teams. Some have own gyms; most use YMCA's, Community Centers. Younger folks like to play, older ones to watch them. Excellent plant-morale builder. Outfits are now obtainable.

Billiards

• Lockheed has these billiard tables for its employes. An excellent time-out sport for cold weather.

Badminton

• Glenn L. Martin Co. instructs employes in badminton. Game requires limited space, facilities cost little.

Skiing

• Where snow is available, girls take to skiing. General Engineering Co., source of this photo, has large club devoted to that sport. Instruction is required.

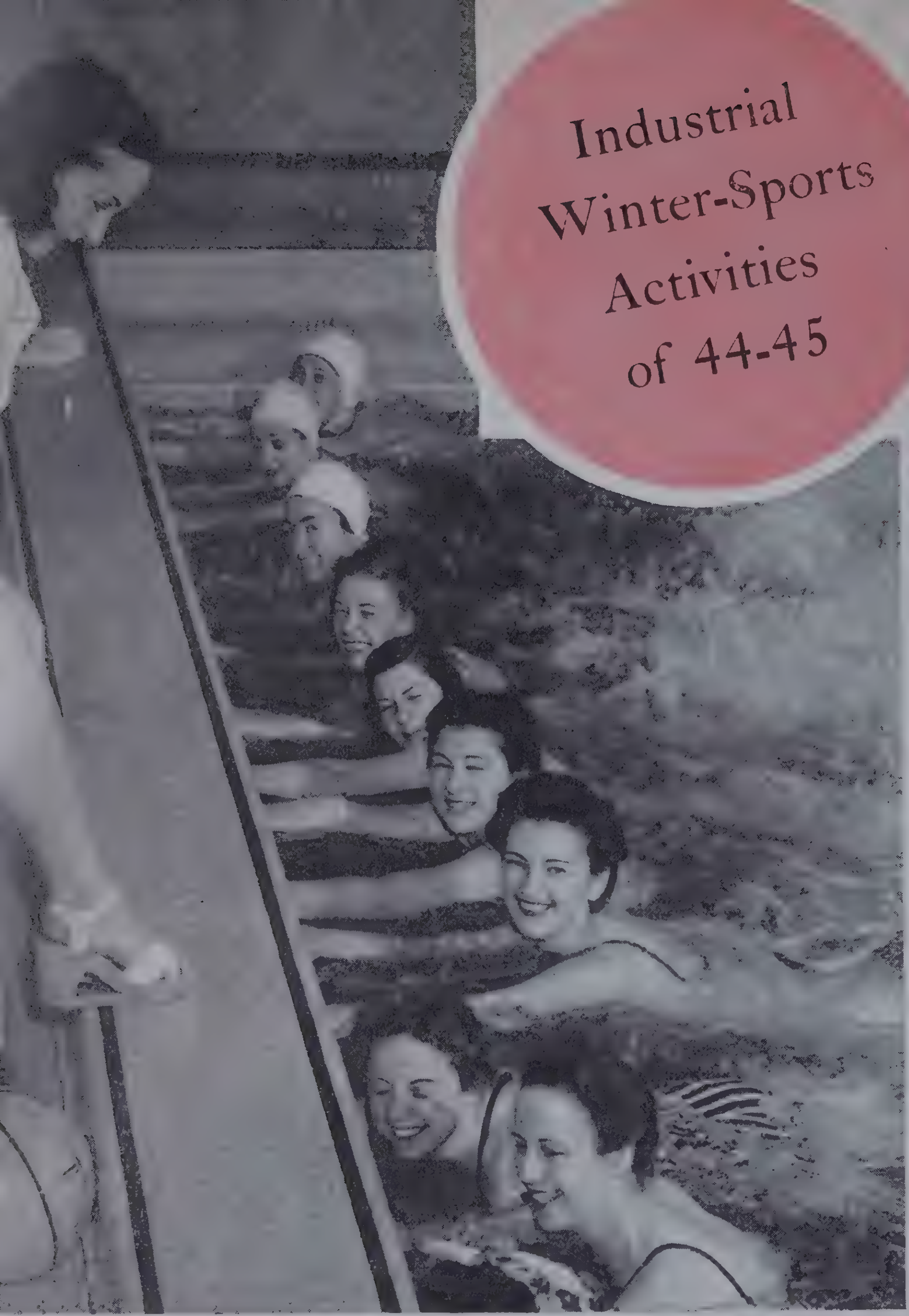
Hockey

• Hockey is about the fastest game of them all. It attracts enormous spectator following. This action is from a Beech Aircraft game of 1944.

Hayrides

• Everybody likes hayrides. At Lockheed the girls' riding club holds 'em in Fall and Winter. They usually take a box of apples for snacking, have dinner along the route.

Industrial Winter-Sports Activities of 44-45



Swimming

• Girls, particularly, like swimming. Some plants have own indoor pools. This is class at Lockheed.

Gym Classes

• Gym classes go well, especially with women. Instruction here is at Bendix plant.

Horseback Riding

• Horseback riding is widely popular. At Plomb Tool Co. they ride early, then have breakfast in company clubroom.

Contests, Theatricals

• Some plants select company queens, go in for theatricals, dances, folk singing. This is coronation at Standard Steel Spring Co.

Industry's Winter Sports 44-45

Bowling

• Bowling is industry's biggest sport—among women as well as men. The national meet will be resumed next year. Get the details from National Bowling Congress, Milwaukee.

Photo from Goodyear.

Checkers

• Many companies install checker tables around the plant for off-time use. They're popular, particularly as fill-ins. This scene is at Chrysler.

Indoor Ranges

• There's been a sudden upswing of interest in indoor shooting. Equipment is again available. Some plants are installing their own ranges. The action here is at Lockheed-Vega.

Archery

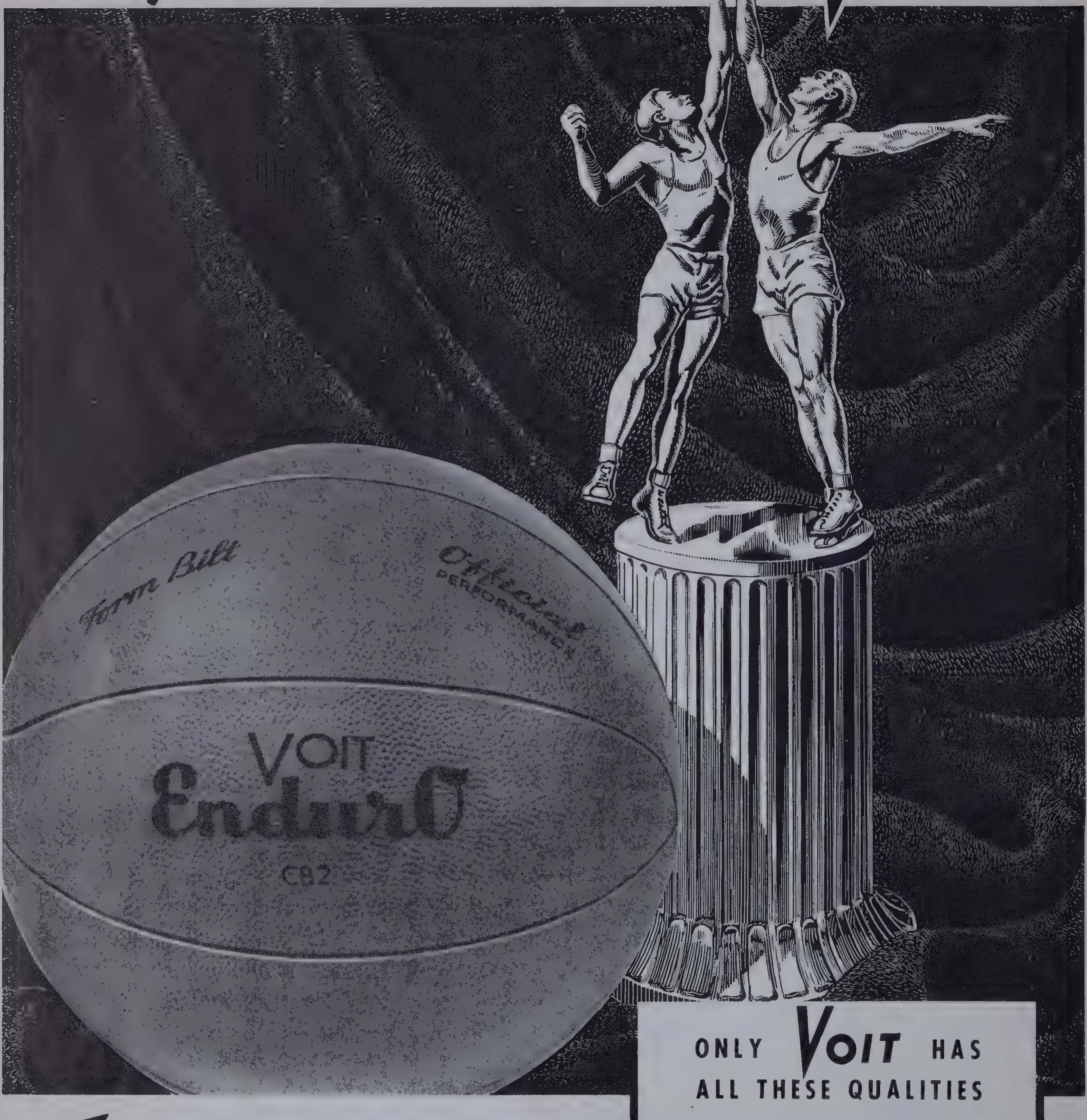
• Archery ranks high in industrial esteem. It's an ideal indoor activity for both sexes and all ages.

Photo from Bigelow-Sanford Co.

Skating

• There are two sorts of ice-skating: rink and outdoor. Both are popular, although indoor skating has broader geographical range because rinks can be installed where the weather is too mild to provide good outdoor skating. This party is from E. I. du Pont de Nemours & Co.

Why EXPERTS SPECIFY VOIT



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- V Best on any playing surface
- V All weather playability
- V The longest wearing ball made

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. . . under all playing conditions
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• TENSE MOMENT IN BRIDGE GAME during the 1944 Elmira YMCA Industrial Sports Carnival. Events ranged from card games to golf, archery, swimming, other sports.

Need a Program High-Spot? Try an Industrial-Sports Carnival!

This event, first staged experimentally at Elmira, N. Y., has become a popular annual interplant affair. It is replacing "Plant Nights" in the community YMCA

By HAROLD J. OCHS

• The Central YMCA Industrial Sports Carnival in Elmira, N. Y., is an institution in itself in that city. It was my good fortune to assist in its development. The purpose of this carnival is to make available to male industrial employes of the city, (and the same could apply to women) an opportunity to enter some competitive recreational activity.

Events are many and variety is great. Employes make their selections from lists ranging from sports of the sedentary nature, as euchre, pinochle and checkers, to more strenuous sports such as table-tennis, swimming, high-jumping, weightlifting and basket-shooting.

There is hardly a man working in any industry who cannot participate in some of the available events. It is for this reason that entire plant organizations are prospective competitors.

The Sports Carnival also brings many men to the YMCA—to take part in a Y activity without obligation of joining.

Carnival Held in October

The event is planned to replace the common "plant nights" that some associations have conducted for many years. Gym space, as well as time, is so limited in many physical-department weekly schedules that outside groups cannot use YMCA facilities. For this reason, the carnival idea was conceived and developed.

It provides for the participation of all the plants in the three evenings that program space is otherwise not in use.

Elmira holds this event in early October. For several reasons this seems to be a particularly good time; the

• SWIFT AND EXPERT in production is Tommy Wheelock, Dept. 7, Eclipse Machine Division, winner of the Elmira YMCA Free Style Swim and Plunge for Distance, an event in the Industrial Sports Carnival program.

• ARCHERS FROM THE Eclipse Machine Division who participated in 1944 Elmira YMCA Industrial Sports Carnival. Mr. W. C. Warner, Sr., of Eclipse, said this about the Carnival: "We have found it . . . very beneficial as a morale builder and recreational activity. We trust that carnivals of this nature may be held every year."

gym program has not gotten under way, men are thinking of the indoor program, and the period is sandwiched between the popular baseball and basketball seasons.

The Sports Carnival is a 3-day affair.

The first night's program embraces social events; the second, swimming, and the final night is devoted to all other sports events.

In 1941, the first year, the Carnival attracted 98 participants. The second year it drew 165; the third, 350. Last season over 550 took part in it.

Each plant is allowed an unlimited number of entries. In fact, the goal is to have every local industrial worker participate in some event in the carnival, and this is entirely possible.

The first night's program consists of pinochle, archery, table-tennis doubles, pocket billiards, bridge, horseshoes, checkers, table-tennis singles, golf putting, chess and headpin bowling.

Swimming, usually held the second night, includes the following events: 40 yds. free-style, breast stroke, back stroke, Diving: 120 yds. F. S. relay, medley relay and plunge for distance.

The Climaxing Events

The climaxing gym events embrace: Standing broad jump, running high-jump, baskets per min., basketball-golf, pull-ups, handball, free throws, weight lifting, rope skipping, softball throw-strikes, badminton, tug-o-war.

Rules imposed by representatives of plants embraced in the Industrial Sports Carnival Committee, and that have simplified Carnival management, include these points:

1. Any person listed on the current payroll of any plant of the city shall be eligible to enter the YMCA Industrial Sports Carnival.
2. The entry fee shall be 25c and must accompany the entry. (It is an accepted practice for the plant to pay the entry fee for its employes.)
3. Each person shall be permitted to enter only one Social Event. He may enter two of each of the Swimming and Gym Events, plus one Team Event.
4. Date for closing of entries. (This rule is strictly followed.)

Trophy, Banner and Medal Awards

5. AWARDS: (a). There shall be a cup or trophy for the plant scoring the greatest number of total points in the Carnival. (b). A banner will be awarded the plant having the highest number of points in each of the social, gym and swimming events. (c). Individual medals for first and second place in each event shall be awarded the respective winners.

6. Each event must have at least 6 entries. In the event there are less than 6, those who were entered shall be

• CHECKERS IN THE Elmira Industrial Sports Carnivals help sharpen wits that normally are applied to solving important industrial-production problems. Here, two determined contestants struggle through a match game.

• MEMBERS OF Hardinge Brothers Swimming Team that competed in the most recent Elmira YMCA Industrial Sports Carnival, held last year.

• RICHARD SPEISER (left) and Thomas Reid, in action in table-tennis doubles, represented Eclipse Machine Division.

permitted to change to another event, provided the change is made before 6 p. m. of the night of the event.

7. Scoring shall be as follows:

First place	5 points
Second	3
Third	2
Fourth	1

How to Promote Event

The promotion of this event is much the same as the average successful YMCA program. The initial contacts are made with the key men of industry, either the personnel men or the heads of the plants.

The physical director and his committee then set the date for the first meeting of these key men. At this meeting the Carnival is described to the new plants represented and plans are made.

Additions are made to the new list of events where there may be a new interest. Rules and regulations are reviewed. This is the group, not the YMCA, that sets the date of the Carnival.

These executives are then urged to appoint a committee of interested men in their plants to head up the promotion of individual entries. This is important. Then the permanent chairman is selected from the group or from the community. It may be best here to select someone not connected with the industrial plants.

Entry blanks are then either mimeographed or printed, and distributed to the key men in the plants for circulation. The deadline for the closing of entries is most important and its rules should be strictly observed. Allow no one to enter after the entries close.

In the meantime it is the Y physical director's job to organize a staff of officials—preferably non-industrial—to assist in conducting the Carnival. It cannot be said too strongly that the officials, and plenty of them, make a successful or unsuccessful Carnival. A meeting of this group for clearance of rules and conduct of the various events is suggested.

Publicity is Important

Needless to say, while organizing is in progress the newspapers and radio should be making preliminary announcements of the meetings, organization, leadership and dates of the events, and progress in the number of entries.

The Carnival itself has real news value in local papers

• **DAVID LAUX, First Vice President of Hardinge Brothers, Inc., won the Elmira YMCA Industrial Sports Carnival Golf Putting event.**

because of the large number of names involved. People like to see their names in the papers and editors know it. A good sports announcer can make your script sound like the "big time".

The use of posters throughout all departments of the Y keeps interest alive within the membership. A large scoreboard in the Y lobby listing the events and plants represented, together with the up-to-date scores, heightens interest as the Carnival progresses.

In summarizing the results of the Industrial Sports Carnival, both from the standpoint of the YMCA and to industry, I have found that:

1. It can stimulate industrial people to participate in competitive recreation.
2. The event makes it possible for any number of people to represent their plants in sports that are not beyond their physical strength and ability.
3. It is possible for a plant employing a small number of people to participate on almost an even basis with bigger plants.
4. As earlier remarked, it brings a large number of men to the YMCA who could not be reached by general advertising.
5. It creates a wealth of good-will both among plant owners and employes.
6. It creates much spectator interest.

• **EXECUTIVE COMMITTEE of Omaha's first industrial and commercial recreation clinic. From left, Mr. Fred Dunham, promotion committee; Mr. Lee Swanson, exhibit committee; Mr. James L. Paxton, Jr., general chairman (since elected president of more recently formed Omaha Industrial Recreation Association); Mr. Allen Hupp, publicity committee and Mr. J. Herbert Wolsey, secretary.**

Omaha Association Pulls Out the Stops!

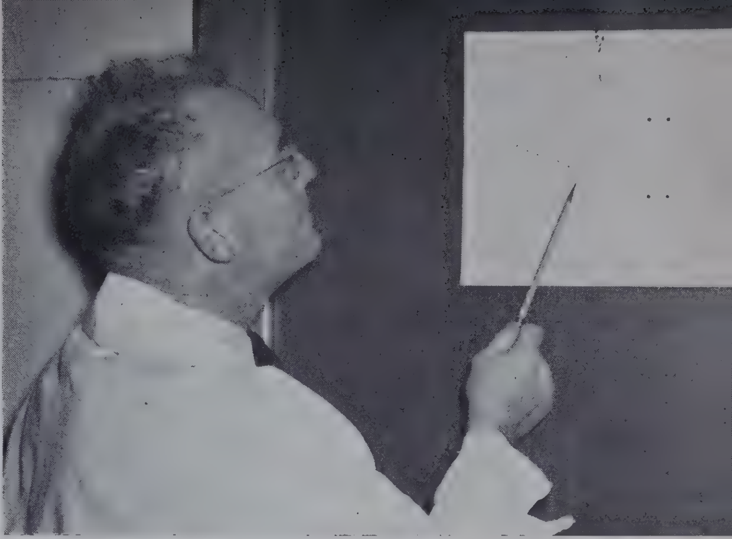
Omaha, Nebraska's leading city, has been noted for years as an extremely progressive packing and industrial community. Add industrial recreation to that list, now.

Last spring, Mr. J. Herbert Wolsey, assistant general secretary of the Omaha YMCA, called a clinic of leading local industrialists and businessmen to determine what value industrial recreation may have for the city. The outcome of that meeting was formation of the Omaha Industrial Recreation Association and the appointment of Mr. Al Getchey as secretary.

Then Omaha, recreationally, got busy. Result: An industrial-commercial golf league of 20 teams that played through the 1945 season, an equally substantial horseshoe league, a summer-season series of industrial picnics—and, Omaha reports, "just watch our smoke from here!"

A new department of AIM, conducted by the eminent physician and physical educator

H. C. Carlson, M.D.
Director of Student Health Service and Basketball Coach, University of Pittsburgh



How to Apply SPORTS FOR HEALTH

• The recent sports-page picture of a popular basketball star wearing a new knee brace inspired many letters of inquiry. The brace had made it possible for the star to continue play, when it seemed he was lost for the season. The letters came from young and old, male and female, seeking this help for themselves or others who had knee troubles.

Any joint trouble—body, of course—is known as "arthritis." There are different kinds of arthritis. Some are due to injuries, some to infections, and some to other causes.

In any kind of acute arthritis, the muscles which cause that joint to move go on strike. Both sets of muscles, which move the bones of the joint in opposite directions, tighten and refuse to move. The joint is said to have become "stiff and sore". This gives protection against pain and discomfort of motion. The muscles may become cramped or go into a spasm and cause muscular discomfort as a secondary trouble from the arthritis.

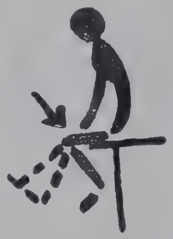
When any muscles are not used in motion, they lose some power and ability, and tend to become smaller. In arthritis, the muscles as well as the joints have a tendency to become "fixed". When there is severe pain, rest or immobility is advisable. But there comes a time when activity is needed. First there is little motion of the joint possible because of the pain.

Movement of Joints is Important

The smart arthritic patient keeps movement up to the limit allowed by pain. In this way he achieves the widest scope of activity. The muscles or the joints are not allowed to become "fixed" in restricted limits. This movement, without the extra effort inflicted by weight, is advisable. The knee can be used aptly as an example. The knee patient sits with the lower leg hanging loosely, rather than in the standing position where he must make tension at the knee joint to hold up his weight and maintain position.

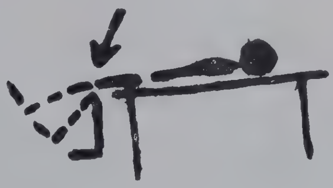
As the patient swings the lower leg back and forth from the knee joint, he may feel the muscles at work. With the hands upon the top of the upper leg near the knee, there is felt an alternate hardening and softening of the muscles with the swing of the lower leg. If the toes of one foot are pushed forward against the heel of the other foot, the muscles at the top of the pushing leg become hard, while the muscles at the top of the other or pulling leg remain soft. An exchange in the activity of each leg will illustrate that a forward kick from the knee causes the top or extensor muscles to become hard.

This type of action for arthritis of the knee can be utilized in other joints with all allowable action at the joint, without extra weight or pain. First action is with swinging at the joint without any weight as shown here.



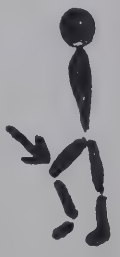
• First movement-position for keeping leg-muscles active despite arthritic condition in knee. Body weight is removed from leg. A game that scores movement of joint within set period of time reduces monotony.

The second type of movement is against gravity, with other part of body at rest in the reclining position, thus:



• Second movement- position for preventing muscle-stiffness due to arthritic condition in knee. Leg muscles are compelled to resist weight of lower limb, but do not yet support body weight.

The third type of movement involves the weight of the body as in running in the same spot:

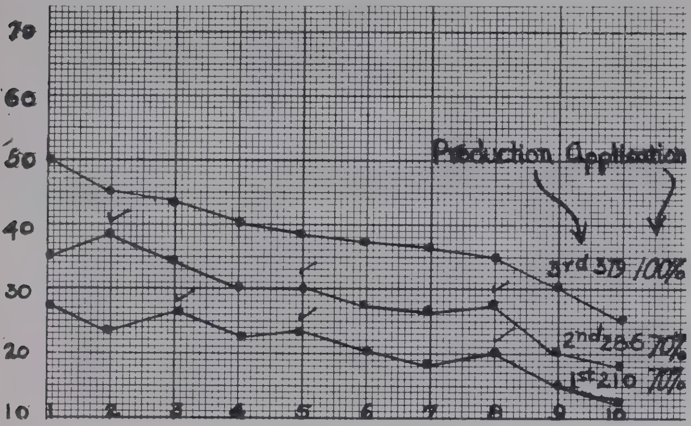


• Third movement-position for keeping muscles of leg active despite arthritic condition of knee. At this stage, a popular game that provides the exercise may be introduced. Games permit improvement return withcut cost in momotony.

Make It a Game!

The number of complete movements of one joint are counted, as for instance the forward kicks of the right leg. Some preliminary trials should be made in order to get ready for the "game." The competition could be in the number of different repetitions in the three different positions as illustrated in the three figures.

The best game is the recording of improvement. The joint movements are made as fast as possible and counted for ten seconds. The number is recorded in the following ten seconds allowed for rest. Then comes a second inning of ten seconds to crowd in as many movements as possible. Record the repetitions of that inning in the following ten second rest period. There are ten innings of work and part of the score is the sum of all the repetitions.



• **Suggested Improvement Chart, based on Application and Production.**

If the arthritic patient does his absolute best, there should be a greater number of repetitions every day, which means improvement. The second part of the score is the degree to which the patient has gone "all out". If the arthritic does his absolute best, there will be a less number of repetitions in each subsequent inning. Any later inning which has the same or more repetitions than an earlier inning represents an error. If there are two such innings, the score of application would be 80%. Four errors would give a mark of 60%. The patient is able to determine how well, and how much, he worked in the muscle game of improvement for his arthritis.

A sheet of graph paper would allow the arthritic to plot his work each day and to keep his score of repetitions, application, and improvement. Here is a sample group of curves for three days.

There is no game or competition if the individual does not go "all out". In this case, there is less chance of greater improvement. If the individual does the same number of repetitions for every inning, every day, he penalizes himself by not being able to do more and fails to improve proportionately. The game is in going "all out" to the best of one's ability, being restricted by natural inhibitions, but getting better all the time.

When the foregoing game has been played there are other games to be considered. One of the first is a new game similar to badminton. A larger birdie is hit with the hands and can be played in the living room without breaking any furnishings. Less space is used than in badminton, and the players may stand and hit the birdie. In the meantime the joints have improved with muscle improvement and the muscles are better able to retain the joints in proper place.

AIM'S MAILBAG

With this issue AIM is installing a Letters from Readers Department in which excerpts from the most interesting letters of the month will be published. To the correspondent submitting the most interesting letter on a subject of general interest to industrial recreation directors, AIM will send $5. The authors of letters in this first edition of the Letters from Readers Department are rendered anonymous because AIM has not had time to seek permission to expose their identities. Future correspondents' names will be divulged, unless otherwise requested, if their letters are addressed to the Letters from Readers Department. AIM reserves the prerogative of selecting material for this department, of revising it for brevity, and of judging which of the letters received during the month shall receive the $5 award. Regular AIM mail, not addressed to this department, will not be published.

Wants Hunting, Fishing Club

Dear AIM:

I am writing you about this because I note that you too are interested—judging by your articles—in better promotion of fishing and hunting sports in the factory recreation programs. I work for a good company—one of the best—a company interested not only in getting production out of you in the shop but in helping you have more pleasure in your off-time. Our company has a big sports program and we enjoy and appreciate it. But the program is shy two sports that are more interesting to me than any other and I think they're also more interesting to most of the other older fellows. They are hunting and fishing.

Our recreation director is a good and sincere young fellow and I certainly don't intend to get him in bad with this squawk. So I'll ask and depend on you to keep my name and my company confidential. If he reads this—and I imagine he will, for it was in his office that I found your paper—, maybe it will do some good without starting an argument or getting anybody sore.

I've asked our director any number of times about getting up a hunting and fishing club among the crowd, but he is always so busy with other sports that he puts me off. I frankly don't think he knows anything about these sports or is interested in them. I've asked why he doesn't appoint somebody else to organize the club, if he doesn't care about it. That didn't get any action either.

Friends of mine in other factories in town that have programs tell me the same story. Only 3 out of 12 plants have a sportsmen's club. I ran into your articles about how to build a fish pond and they interested me very much. We ought to have a lake like that and we could all chip in with work and money to build it, if our director would start the ball rolling.

Yours truly,

Editor's Note: The request of AIM's correspondent has been fulfilled. The director is proposing a club. Now it's up to the correspondent to get the action going.

Here's One; Want More?

Dear AIM:

I note in some of your promotion the statement that some industrial firms spend "thousands of dollars a year" on industrial sports. I would like to have the name of just one of them.

Yours for less Ballyhoo,

"JUST ONE OF THEM" IS ALLIS-CHALMERS, MILWAUKEE. THE BUDGET HERE FOR SPORTS IS $31,000 A YEAR. THERE ARE THOUSANDS OF OTHERS, INVESTING SUMS RANGING FROM $50 TO $50,000.—THE EDITORS.

Postwar Trend Is Up

Dear AIM:

I would appreciate any information you may have on the postwar trend of industrial recreation. Will it expand, remain static, or decline?

George Rousel.

WE HAVE BEEN EQUALLY CONCERNED AND HAVE GATHERED FACTS WITH AS MUCH SPEED AS POSSIBLE. THE SCORE TO DATE INDICATES THAT, EXCEPT IN EXCLUSIVELY WAR-PURPOSE PLANTS THAT ARE BEING ENTIRELY CLOSED, INDUSTRIAL SPORTS PROGRAMS WILL BE EXPANDED IN PLANTS THAT HAD THEM DURING THE WAR AND INSTALLED IN MANY PLANTS THAT DID NOT HAVE THEM DURING THE WAR.—THE EDITORS.

●

The way to relax automatically is to become tired physically.—*The REEDer, house organ of C. A. Reed Co., Williamsport, Pa.*

On the fields of friendly strife are sown the seeds which, in other years on other fields, will bear the fruits of victory.—*Gen. Douglas MacArthur.*

Philadelphia Turns Out to Hear
Industrial People SING

● *Experimental festival of choruses and music by talent from local plants proves immediate success with both participating employes and general public*

By SARAH GERTRUDE KNOTT

• PHILADELPHIA'S SETTING SUN of July 12, 1945, slanting across the plaza of the Art Museum, illuminated a scene as historic in industrial-recreation annals of the city as the meeting-place is to local art.

As the sun dropped below the horizon, ,leaving the top of the rotunda in a seemingly prophetic golden glow, thousands of people from all parts of the city and its suburbs streamed into the plaza. That evening, 150 singers and musicians, all employes of Philadelphia-area industrial plants, inaugurated the first of a series of four Industrial Festivals that were to prove enormously popular with both participants and spectators.

With the sanction and support of the *Evening Bulletin*, organizer of the Folk Festival Association in the Philadelphia area, the local Park Commission, and hurriedly assembled industrial firms, the intent was to stage one grand affair. Popular demand from all sides, and particularly the industrial firms, compelled rapid revision of the project.

Festivals Produced Weekly

The festivals ran, at weekly intervals, for a full month.

The 1945 start established a practice that we hope will be followed from year to year, indefinitely in the future. An outline of how those programs were organized and managed, and the variety of entertainment and talent offered on them, may be interesting to industrial recreation directors generally as a pattern that may successfully be applied in their own communities.

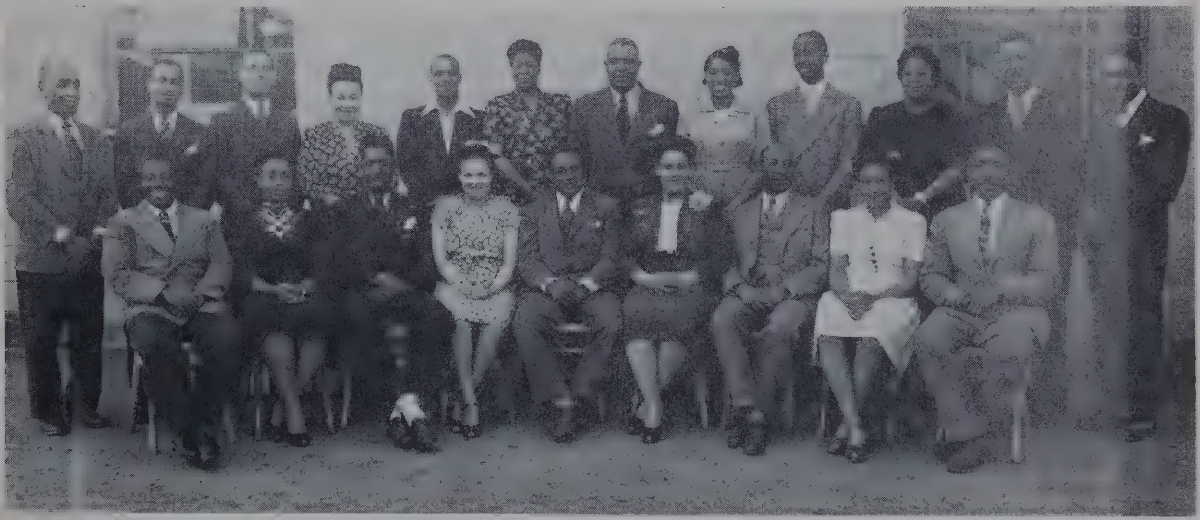
The first program,—as was each of the ones to follow—was as varied in entertainment features as in the industrial plants from which the entertainers were recruited.

We had a mixed Negro chorus of 45 from Sun Shipbuilding & Dry Dock Co., specializing in spirituals,—a popular feature with mass audiences. Campbell Soup Co.'s Camden, N. J., plant assigned another large Negro group. This was a men's chorus specializing in old work songs, spirituals and similar favorites. Campbell also entered six Puerto Ricans who offered national folk songs and instrumental specialties; and RCA-Victor, also at Camden, entered its Crazy-Rhythm Band. Those groups, topped off by General Electric Company's highly popular girls' chorus, singing light classicals, made Philadelphia industrial-singing history.

Other industrial groups thus on succeeding Tuesday evenings were assembled from:

S. K. F. Industries, Bendix Aviation Corp., Brown Instrument Co., Electric Storage Battery Co., Waist & Garment Union, U. S. Signal Corps Supply Depot, Kellett

Text continued to Page 26; See illustrations following page



• **MIXED CHORUS OF** Sun Shipbuilding & Dry Dock Co. of Chester, Pa., is directed by Ferdinand Motley. Jerome E. Holland, former Cornell football star, is personnel manager. Members shown here are: seated, from left, C. Miller, O. Jason, N. Hunt, F. Peters, F. Motley, director; E. Williams, S. Givens, A. Roane, W. Wells; standing, from left, J. Fox, R. Wiggins, B. Mays, P. Dillard, I. Lewis, M. Anderson, R. Gibson, V. Stansbury, C. Wilkerson, E. Barnes, F. Wilson and W. Brown.

• **ENTIRE GIRLS' CHORUS** of the General Electric Co., Philadelphia plant. This splendid and widely-popular organization is directed by Don B. Corbin, with assistance of the following officers: Chairman Katherine Ames, Vice Chairman Martha Bear, Secretary Adrene Cummings and Treasurer Minerva Gefert.

WE USED TO consider our sports as just fun . . . games to be played by our kids . . . in sand lots and on our play fields.

Competitive sports meant select groups of trained athletes performing for the pleasure of cheering crowds in stadium, ball park, gymnasium or on the tennis court. But these past years have changed all that.

We know now that our sports are a vital part of America's mighty strength. We know, too, that our *sports* are as important to a powerful America as our *food*, our *housing*, our modern *medical science* or other basic factors.

Thousands of sports-trained young Americans, who quickly became the smartest and best fighters in the world, have *proved it.* Thousands of workers whose participation in our sports and games kept them in condition to produce the mightiest volume of war material in the history of the world, have *proved it.*

Millions of civilians, whose high morale during the years of war was due, to no little extent, to the entertainment and relaxation provided by sports, have *proved it.*

And today, thousands of wounded Americans who are regaining physical usefulness, confidence and happiness with the aid of sports, *are proving it.*

American sports went into the war with some men questioning seriously whether or not they were important. A few went so far as to recommend that sports be discontinued for the duration. How little they knew.

IT'S WILS

Sports Come Through with High Rating!

Sports were *not* discontinued and their essential need became more and evident.

As our sports-trained boys began to show the results of this training in service.

As sports-intelligent men kept stressing the importance of our competitive sports of our boys at home.

As war plants learned the value of sports to the morale and productivity of their workers.

As the boys overseas kept clamoring for news of sports and showed an intense interest, second only to letters from home.

As all these straws in the wind were seen, recognition of the irreplaceable value of both professional and amateur sports grew and grew.

Today, with our huge athletic programs in full swing in Europe and in the Pacific, programs which are a godsend to the boys waiting for discharge or redeployment—and with our sports playing such a vital part in the rehabilitation of hospitalized men—American sports have complete recognition as part of the very sinews and heart of America at peace.

As a result of this amazing wartime revelation of the essential value of our sports the coming years will witness the greatest sports boom in our history.

If we are to maintain our position among the nations we must be strong. While we can love peace and promote friendly cooperation, we must at the same time be so strong, as a people, that no nation in the world will ever again be tempted to invade our rights.

National *might* begins with a physically strong people. And in *our* physical strength our sports will play a big part.

American industry will play a vital role in our post-victory progress. And American sports will continue to play an important part in the morale and production of American industry. The war taught us and taught industry the value of keeping workers physically fit and mentally keen through participation in sports and games.

During the years of the war our creative staff has planned ahead. Some interesting improvements and innovations in modern gear for modern sports are here now.

But in the years ahead, stimulated by the nationwide recognition and full acceptance of our sports as part of the life's blood of America, we will have some startling advancements to match the steadily increasing tempo of America's physical abilities and skills in our great sports and games.

Yes, American sports have come into their own as a result of this greatest of all proving grounds, World War II. And it is a good thing for America and for our youth. Wilson Sporting Goods Co., Chicago, New York and other leading cities.

Let's all boost the "War Memorials that Live" campaign to commemorate our war heroes.

Wilson

SPORTS EQUIPMENT

MEMBER
ATHLETIC INSTITUTE
Keep Fit
THROUGH
ATHLETICS AND RECREATION

N TODAY IN SPORTS EQUIPMENT

• **CHORUS OF THE S.K.F. Industries, Inc., of Philadelphia, garbs its feminine members in attractive choir robes; male members favor sport ensembles. This popular group frequently "appears" on the air over Philadelphia stations.**

• **BANJO-PICKING CHARMER of the Industrial Festival Committee is Warren C. Roth of The Electric Storage Battery Co.**

Text continued from Page 21

Aircraft Corp., Fleetwing Division, Kaiser Cargo, and the Charles Lennig Co.

As news about the festivals got industrially around, many other plants expressed interest in joining us. This led to our discovery of much more available talent than we at first knew about. And before long a local radio station arranged to put our programs on the air.

If we had made our plans early enough and had taken into account vacation schedules, we might well have run the weekly programs for the entire summer.

At first our chief interest was to encourage the revival of folk songs, music and dances. However, the idea rapidly built up such enthusiastic support that all of the groups interested could not be included on one evening's program.

Thus it was decided by the industrial committee, of which Warren C. Roth of Electric Storage Battery Co. was chairman, to hold the festivals outdoors for four nights.

We found that little industrial attention had been given to folk activities, so it was agreed to include any type of talent found in the plants. The songs, music and dances presented were not as a rule especially prepared for the occasion. Mostly they represented repeat performances of Winter-time recreational activities of musically-inclined men and women in the various plants.

To include the entire group that volunteered talent, four plants were presented each evening, each being allotted 30 minutes. There was no special requirement as to the type of program to be given. The program might include folk songs, music and dances, or more sophisticated entertainment. It could include choral or individual singing, group or individual instrumentalists.

Choral Singing Most Popular

From a subsequent survey we found that by far the most popular activity was choral singing—men's, women's, or mixed choruses. Therefore the Festival programs were chiefly made up of group singing, though there were Latin-American music and dances, novelty dances, vocal solos, trios, quartettes, cowboy singers, banjo pickers, violinists, whistlers and other such presentations.

The industrial festival programs were part of a city-wide recreation plan of the Evening Bulletin Folk Festival Association to help provide leisure-time activities for young and old. In the entire program there were folk festivals, square dance parties, community sings, programs at U. S. O.'s and hospitals, or other such activity bringing together the varied racial and national groups almost every night.

• **HOT AND DEFINITELY Latin-American is the Puerto Rican Quartet of Campbell Soup Co., Camden, N. J. Members are Angel Hernandez, Alfredo Clemente, Francisco Rey and Carmelo Vergara.**

To Page 45, Please

• **NATCO EMPLOYES** stage numerous golf tournaments during the spring-summer season. For these affairs, a golf club near Anderson, Ind., is leased.

• **NATCO EMPLOYES** like their roller-skating, too. And the followers of this sport aren't all 'teen-agers, by any means. Note mixed ages in this group.

Natco Solves the Problem of RECREATION FOR *MATURE* EMPLOYES

By ROBERT D. GARRETT,

Activities Director, National Automatic Tool Co., Inc.

• Like many other companies in American industry today, the National Automatic Tool Company has discovered the value of organized industrial recreation.

Once it was the settled belief that a day's work and a day's pay ended the story of the working man. Today we know different. We have discovered that many industries spend thousands of dollars a year to maintain machines and nothing to maintain the people operating them. This is definitely "stepping over a dollar to pick up a dime!"

A worker who is happy and who is healthy is a more productive worker. He has a better feeling toward fellow workers and becomes a definite asset to the company for which he works.

The answer to the production problems presented by present industrial demands is found in a program which will encompass the majority of the workers in healthful, friendly recreation.

First Sponsored Athletics

Beginning as did most companies, the National Automatic Tool Company first sponsored athletic teams. In the days before the war, this managed to engage the interest of many employes. But with the advent of the recent conflict, it was discovered that the average age-level of employes was on the upgrade. Younger men and women had mostly gone to war.

Thus something recreationally had to be done about this, and it was.

• **END-MEN** of the 3-line minstrels that are extremely popular with Natco employes. These shows are managed and performed entirely by personnel. Even the script is written by them. Costumery often expresses individual creativeness.

The appointment of the writer as activities director and the selection of a representative Employes Recreation Committee was our first step in this direction. Through the medium of these offices, the desires of the more recent Natco employes in industrial recreation were ascertained.

Operates on Canteen Revenues

Now, operating on a defined budget from canteen revenues, this committee endeavors to provide the maximum amount of entertainment for the maximum number of employes.

Baseball, softball, basketball and bowling are the old reliables for industrial recreation and they have been continued. To reach the "untapped" groups, a Natco chorus was organized, annual minstrel shows were initiated, archery was installed, weekly social affairs consisting of dances, skating, bingo, card parties, riding clubs, departmental parties, horseshoes, and other activities were employed.

• THE GIRLS like outdoor volleyball. Nets are maintained on plant grounds for daily use.

Victory Gardens were instituted. Music is played during the lunch periods, both night and day on three days a week, and incentive movies are presented on the other two weekly periods.

Once a year Natco is host at a family outing where each employe and his family is the guest of the company and everything is free. At Christmas time there is an annual party with decorations and gifts for all employes.

• INTRAPLANT BOWLING tournaments have proved an outstanding success at Natco. Although total personnel does not exceed 700, there are 38 shop teams.

• THE MORE SEDATE Natcoians go strongly for outdoor bridge parties at summer picnics.

The National Automatic Tool Company also provides a monthly employe publication, the *Natco News*, which is mailed directly to the homes of all employes.

New Recreation Room

A very recent addition to the activity program is a new conference-recreation room. In this room, in addition to business meetings, there is offered table-tennis, cards, reading facilities, checkers, music and desks, and stationery.

Dart games have been located at various spots throughout the plant. An interesting fact is that though total employment is but 700, 38 different shop teams engage in Natco bowling. All in all, every effort has been made to attract participative interest of employes of all ages.

The results have been better than good. The National Automatic Tool Company's rate of absenteeism is the lowest in our city, as is our labor turnover.

The entire program has had the fullest cooperation of both management and employes. If there is any secret to industrial recreation success, the writer believes it to be this: A program cannot succeed unless those called upon to participate do so with full interest and enjoyment. With such cooperation, a program cannot fail.

Upturn In Los Angeles Recreation Demands

Sharp increase in the public's demand for recreation after the prolonged tension of the war years is reflected in a report to the Los Angeles City Recreation Commission.

Total attendance for the vacation period, June 23 to September 3, was 5,782,774, increase of 802,554 or about 14% over the corresponding period last year.

The figures included 2,392,676 for municipal playgrounds and community centers, 2,836,574 for municipal beaches, 507,898 for swimming pools, and 45,626 for mountain vacation camps.

"This record bears out the prediction that Los Angeles, like other cities throughout the country, will have an unprecedented demand for public recreation facilities and services to meet in the post-war era," Superintendent of Recreation George Hjelte declared.

"The need of adequate recreation for children and youth has already been forcefully demonstrated during the war, and returning servicemen as well as industrial workers and other adults being released from their concentrated efforts of the past four years are also turning to public recreation as an outlet for their spare time."

• **SUBMERGED WEEDS, if not removed, will fill the pond from bottom to top and leave only small areas in which fishing is possible. To facilitate weed-clearance, it was suggested in the first article of this series that pond areas be cleared of all debris before the ponds are permitted to fill.**

GOOD FISHING —for Everybody!

• *To this point in its series on "Good Fishing for Everybody!" AIM has outlined plans for the construction of fishing ponds and lakes, the preparation of those areas for efficient perpetual care, what may be expected from proper management, and the fertilization of the water in preparation for planting fish. This installment details the selection of species and volume of fish to be planted. All of the data herein have been extracted from reports by Drs. H.S. Swingle and E. V. Smith, scientists on the staff of Alabama Polytechnic Institute, whose experiments have produced startlingly swift and voluminous results in the cultivation of fish for sports purposes.*

• TOP MINNOWS (*Gambusia* sp.) are required in most ponds in the Southeast by state health-department regulations to assist in the control of mosquitoes.

These minnows are importantly useful for that purpose wherever they can be grown. They are small, feed upon mosquitoes, water fleas and other small insects; but in the presence of floatage or weeds on the surface of the water they are ineffective for the control of mosquitoes.

Where surfaces are kept clean, however, top minnows do aid in mosquito control. But their greatest value in new ponds may be in that, being prolific reproducers of living young, they and their young consume what otherwise would be an excess of insects in the water; then, as the bass are introduced they provide food for these fish.

Then Fish Eat the Minnows

After the first summer, sufficient young bream and bass will have hatched to utilize all the insect food available, including the mosquitoes, and large numbers of top minnows will no longer be necessary. There will, however, be no large number of them left, for the gamefish will have eaten all but those remaining in water too shallow for fish to invade.

Other game or pan fish may prove suitable for stocking in artificial lakes and ponds in regions other than the South, where these experiments have been and are being conducted. None are, however, as universally suitable as the species indicated below. And until the pond operators understand what to expect from the introduction of additional species, it is best to leave them alone. Carp are very destructive to other fish and some other species also are egg-destroyers.

Correct Stocking Rates

The correct stocking rates per acre of water surface are given below for both fertilized (see preceding articles in this series) and unfertilized ponds and lakes. Small, unfertilized ponds have, however, proved generally unsatisfactory for fish-rearing purposes, because they cannot support an adequate fish population and they usually become filled with weeds within a few years.

For artificial ponds and lakes generally, a combination of bluegills and black bass is usually recommended, but combination including crappie and catfish also are given for those who desire to raise these fish. Amounts indicated are for each acre of water surface:

Combination A. Bluegill bream and largemouth black bass.[1]

Fertilized Pond

1500 bream fingerlings[2] added in the late summer, fall, or winter.
100 bass fingerlings added in fall or winter or 100 fry[3] the following spring.

Unfertilized Pond

400 bream fingerlings added as above.
30 bass fingerlings for fry added as above.

Combination B. Bluegill bream, white crappie,[4] and largemouth black bass.

Fertilized Pond

1500 bream fingerlings added as in the previous section.
75 bass fingerlings or fry added as in the previous section.
25 crappie fingerlings or fry added at the same time that bass are added.

Unfertilized Pond

400 bream fingerlings added as above.
20 bass added as above.
10 crappie added as above.

Combination C. Bluegill bream, bullhead catfish,[5] and largemouth black bass.

Fertilized Pond

1200 bream fingerlings added as in previous sections.
75 catfish fingerlings added in the fall or an equal number of fry the following spring.
100 bass added as in previous sections.

Unfertilized Pond

300 bream fingerlings added as above.
25 catfish added as above.
30 bass added as above.

Stocking with adult fish is not satisfactory because this method usually results in certain species becoming overcrowded while others may fail to reproduce.

Sources of Fish for Stocking

Bluegills and black bass can usually be obtained from state or federal hatcheries. Some hatcheries also supply crappie and bullheads or other catfish. State hatcheries are operated by game and fish departments and requests to those agencies should be directed to the state capital. Federal-hatchery fish may be applied for through district congressmen.

Check with your regional game and fish department authorities for their advice on species and amounts of fish you propose to plant. Local conditions may not be typical. Those authorities will know.

Fingerlings are distributed by temperate-zone hatcheries generally in late summer, fall, and early winter. The new pond should be stocked as soon as fish can be obtained. Fry (larger-sized young fish) are distributed in spring.

If crappie fingerlings are not available, a few adults may be released in the pond the first winter. Bass fingerlings—but not fry—should be used in combinations that include adult crappie. If catfish are desired but cannot be obtained from the hatchery, schools of fry may be found in some neighboring pond in the spring and taken by dip-net or minnor seine. Catfish need not be introduced in ponds located on streams containing them, as they will find their own way in.

Next Comes Management

And now that we have the new pond or lake built, fertilized and planted—in this and preceding articles of this series, the next article will deal with pond and lake management and maintenance designed to perpetuate a high level of good fishing.

All material appearing in this series has been taken from bulletins on the experiments of H. S. Swingle, Fish Culturist, and E. V. Smith, Associate Botanist, of the Alabama Polytechnic Institute, and full credit is here extended to that source.

The work of Drs. Swingle and Smith, as earlier explained, has attracted wide interest and following in the South and it has encouraged the installation in Alabama of a number of fishing ponds that are operating *at a profit as straight commercial ventures.*

Through permission of these scientists and Alabama Polytechnic Institute, AIM is presenting the results of their work to industrial recreation directors seeking a practical means of supplying the demand from a large majority of their personnel for conveniently-located Good Fishing for Everybody.

• SPATTERDOCK, waterlilies and similar weeds are not desirable in fishing ponds and lakes. If the bottom of the pond area is cleared of all debris before the dam is built, such weeds may be much more easily cleared out.

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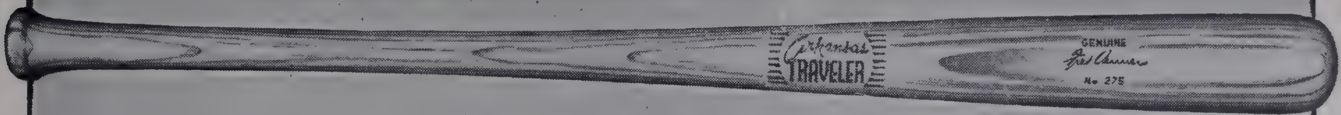
[1] Top minnors (Gambusia) should be added to all ponds in the South at the rate of 50 to 100 per acre when the ponds begin to fill. They should be secured from neighboring ponds.

[2] Fingerlings are young fish more than one inch long.

[3] Fry are newly hatched fish.

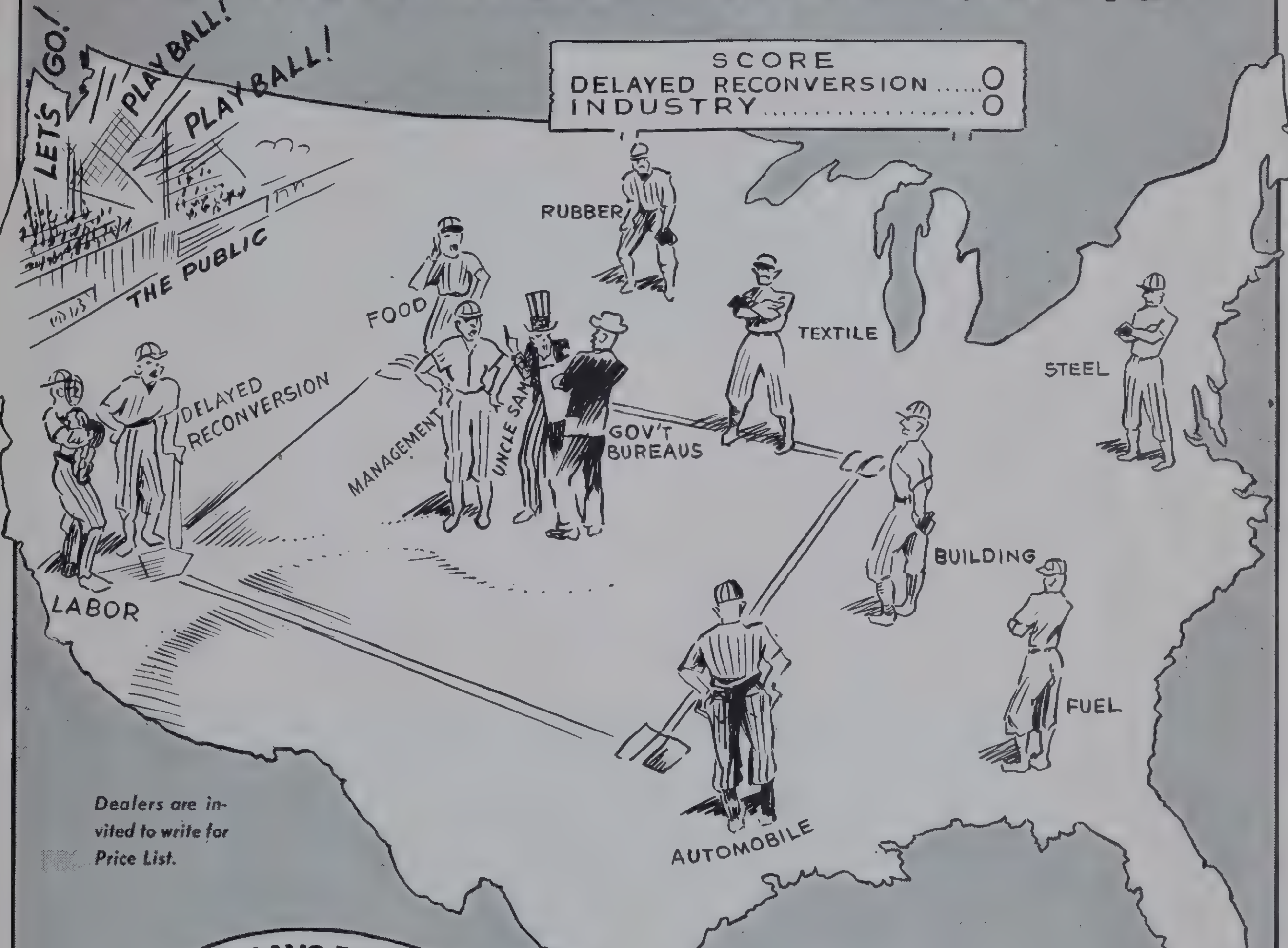
[4] Also known as white perch.

[5] Bullhead catfish need not be stocked in ponds built on streams that already contain this fish.


Arkansas TRAVELER
GENUINE
No 275

Let's all PLAY BALL!

TEAMWORK WILL WIN


SCORE
DELAYED RECONVERSION 0
INDUSTRY 0
LET'S GO!
PLAY BALL!
PLAY BALL!
THE PUBLIC
RUBBER
FOOD
TEXTILE
STEEL
DELAYED RECONVERSION
MANAGEMENT
UNCLE SAM
GOV'T BUREAUS
BUILDING
LABOR
FUEL
AUTOMOBILE

Dealers are invited to write for Price List.

IT PAYS TO PLAY

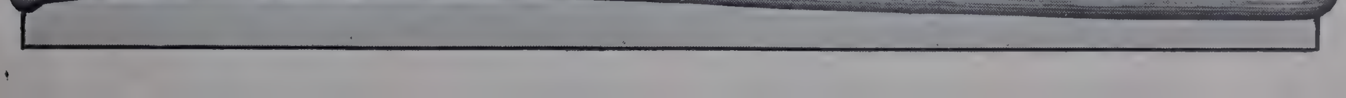
Southwest MFG. CO.

P.O. BOX 2339 LITTLE ROCK, ARK.
PHONE 7464

The grandstand won't like it if this game is called for lack of action! In our plant we are still pitching for Uncle Sam, but turning out ARKANSAS TRAVELER Bats for civilian use in steadily increasing quantities.

NOTE TO RECREATION DIRECTORS

Write us if you are unable to obtain ARKANSAS TRAVELER Bats from your dealer.


Arkansas TRAVELER
Official No. 200 SOFT BALL

Equitable Life Society's

$3,000 Indoor Shooting Range

Annual maintenance cost to company is about $100. For that outlay, the firm provides recreation for 100 people every week in the year, acquires additional return in publicity from its crack shooting team.

By BEN GOULD

Industrial Sports Columnist, The Brooklyn Eagle

• JUSTIFIABLY PROUD of their modern indoor shooting range, recognized far and wide as one of the nation's finest in the industrial field, members of The Equitable Life Assurance Society Shooting Club of New York are preparing an expanded program of matches to take advantage of more plentiful targets and ammunition.

Used by men and women alike—not only by The Equitable but also by other organizations including the Fire Department of the City of New York—, the range is the "last word" as far as physical arrangements, equipment and accommodations are concerned.

Located in the subway-level basement of the Society's home office building across from the Pennsylvania Railroad station, the range was constructed by an outside contracting firm back in March of 1940. It contains customary rifle firing points and pistol racks as well as electrically operated target-carriers, automatic feed-lines and built-in indirect lighting.

Lounge, Locker and Meeting Rooms Too

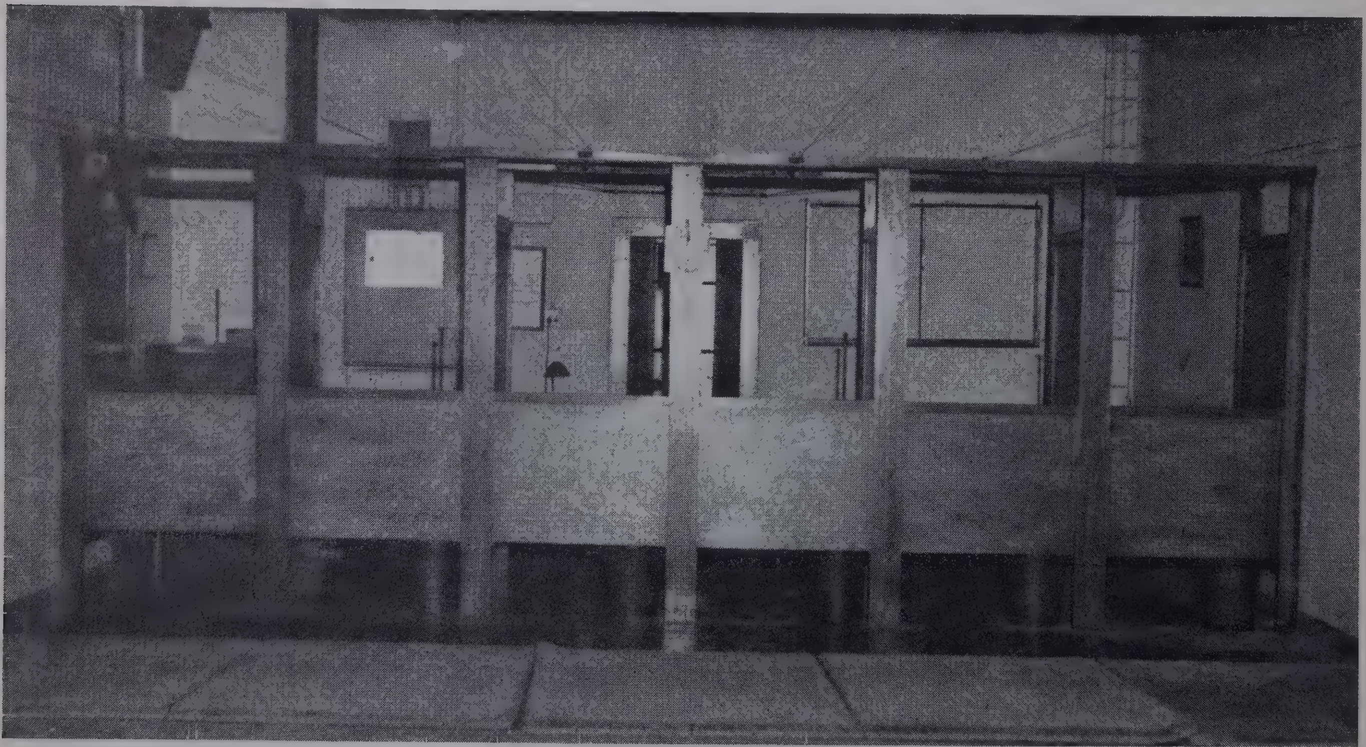
In addition, there are comfortable lounge locker-rooms and lecture and meeting corners where new members are given basic shooting lectures before they are permitted to practice with firearms on the range proper.

The range is standard size. That is 50 feet for the rifle main and 20 yards for pistol shooting, with room for scorers. An unusual feature of the physical setup is the fact that the ceiling and walls are constructed of recalimed steel plates and the floor is made of hard cement.

The nominal annual upkeep coast of the rifle club, about $100, is met by the Society,— which considers it is amazingly small when compared with the enjoyment derived from the range by members of the teams and the practical value of keeping the Equitable security guards in fine shooting form.

The Society's varsity shooting squad,—competing with college, commercial, and club sharpshooters—is composed of three men and eight women. All own their rifles, which individually cost from below a hundred to several hundreds dollars. The top-price rifle is the pet of Ed Jones, key man of the Equitable Shooting Club. Shooting is a hobby with Ed, and like all hobbies there is no limit on how much one will spend.

"Guns are like watches," says Jones. "You can buy a watch for a few dollars—and you may also purchase a 17-jewel thin-as-a-dime timepiece that is priced as high



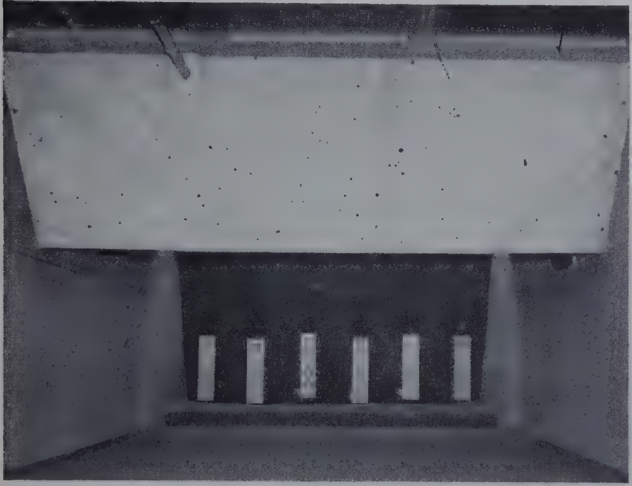
• Firing points of Equitable indoor range. The walls are reinforced with reclaimed steel plate, floor is of hard-top cement. Target carriers are electrically operated. Pads catch bullet-splatter from inclined steel plate above. This view is toward firing points from targets.

• **Equitable's 1945 first-line squad that deadlocked Fordam University's sharpshooting Rams. Note preponderance of women. In top row: Emil Loubriel, Ed Jones, squad mentor, Bea Eberhardt, Leighton Capps, Edgar Anderson. Bottom row: Phyllis Oswald, Ann Zulman, Catherine Boyce, Sally Pfeiffer, Peggy Farran.**

as a thousand dollars. It's the same with rifles. The firearm may be the usual target type with a special kind of stock or special equipment. But all our team members use Remingtons, Winchesters or custom-made jobs."

Jones finds that just as soon as a rifleman becomes proficient he invariably plans to buy his own gun instead of using club equipment. That way the gun is his and his alone. The owner is the lone person to handle the weapon and soon knows its peculiar characteristics. That is an important phase of target shooting.

However, this doesn't apply to pistol shooting. The New York State laws require that people owning or using pistols must have licenses. This naturally restricts the number of people who own revolvers or automatics in .22 caliber or .38 caliber, which are range sizes.



• **Added protection from stray bullets is provided in Equitable range by this steel plate set tangent to vertical line about half way down the range. This plate is added protection for rear area above targets. Sloping toward the targets, it minimizes possibility of backsplatter from bullets that strike it. The Equitable range provides five target carriers, shown above. Its maintenance cost is only about $100 a year to the company. Original cost was $3000.**

Pistol and rifle team practice of the Equitable Shooting Club is held once a week over the nine-month season which runs from Fall through Spring. As affiliates of the Greater New York Pistol League and the Long Island Rifle Association, they compete in regular scheduled matches alternating at home and at other ranges.

This year marks the twelfth in the history of the club formed by Jones back in 1933. At its inception the group used outside ranges for practice and meets until the Society built the range.

When the war came, many men went into the services, so women came forth to take the men's places. And they have done very well, too. In a meet with Fordham University team last year, the Equitable gunners held their own by deadlocking the Rams, thanks to the brilliant shooting of Miss Catherine Boyce. Miss Boyce, competing in her first rifle match, finished among the first five, and her performance proved an incentive for more timid feminine followers of the sport.

Users Average 100 a Week

About 100 persons make use of the range every week throughout the year. There is inter-departmental competition for men and women. Jones encourages every employe to visit the range and become interested in shooting. But at the same time, as a safety measure, he discourages all spectators at matches. The novices must learn every detail of how to handle and care for every part of the gun before he is allowed to use it on the range. Small groups are lectured on all phases of shooting, and soon the inexperienced but interested gunners become proficient shooters.

Jones is quite optimistic over post-war rifle shooting in industrial circles. "It's one of the coming sports," he asserts. "Don't forget that the boys who were in the

To Page 45, Please

• The start of a boar hunt looks like this. Each licensed hunter is permitted to take 24 assorted friends and dogs along with him. When boar is sighted, the friends—and hunter, if he chooses—are permitted by the rules to take off in whatever direction snap-judgment dictates. The Plott hounds go in for the kill. Rarely do all of them survive the encounter.

North Carolina Again Opens Season on America's '*Wildest*' Wild Game

By BILL SHARPE

Industrial sportsmen who have been dreaming of an expedition into the wilds of the Great Smokies on a hunt for Russian Boar may now satisfy their urge. For motor fuel is again available, cartridges are coming on the market ---and the wild 'hog-hunt' is on!

• COOPERATIVE HUNTS for the 500-odd "Rooshans" roaming the high ridges dividing North Carolina and Tennessee will be resumed this year, and industrial sportsmen who long for big-game thrills once more may enter the Nantahala forest for wild boar.

While bear—some of them weighing 500 pounds or more —are found in this same region, your wild boar hunter is inclined to think such sport is only for women and children.

For the boar is indubitably the most wily and dangerous big game of the South. He will run the grizzly a close second, if not surpass him in some respects. And let it be understood that we are talking about the Russian Boar, and not the "ornery wild hawgs" which are merely the pestiferous and uncared-for domestic breed reverting to type.

The wild boar is no grunting, pot-bellied pig. He is nimble, fast on his feet, with powerful shoulders and small hams, and often is equipped with tusks, razor sharp and adeptly wielded. Like most wild animals, he avoids both man and dog, but once bayed or wounded he is an unpredictable and vicious beast. Few hunts end without dead or badly wounded dogs, and hunters do not always manage to avoid injury.

• Old Bill, a typical Plott boar and bear dog used on Nantahala hunts. The Plotts, professional guides, breed a special strain of boar-hunting hound.

There are only some 1,000 wild boar in America, about equally divided between this area and California. The ones in North Carolina got here through the fantastic dream of George Moore, an Englishman, who hoped to create a wild-life paradise in the wilds of Nantahala Forest. Atop Hooper's Bald he enclosed his game preserve with a fence and therein dumped not only his Russian Boar, but also elk, buffalo, pheasant, and other game.

But the enterprise failed, the fence deteriorated, and the game escaped. The buffalo, elk, etc., were soon slaughtered, but the boar found the mountains to his liking. Like his domestic cousin, he is a prolific breeder, and soon his progeny, sharpened by years of warfare against men and dogs, were well established in the area.

Not all the boar are "purebred." The Russians kidnapped domestic sows, but the offsprings of this mating can scarcely be distinguished from the original stock.

High-powered rifles and specially-bred dogs—the Plotts—are standard equipment in boar hunts.

The dogs were originated two centuries ago by the Plott family of Waynesville, N. C. They are a mixture of English cur, bulldog and hound, and the Plotts claim for them exceptional nose, endurance, and spunk.

The dogs work up to a bayed boar, seize an ear, and keep backing away from the lashing tusks.

Hunts are held on National Forest land in cooperation with the North Carolina Division of Game & Inland Fisheries. Applicants pay $25 for the privilege, but each paying applicant may take along with him 24 friends and approved dogs—assorted. The old lodge atop Hooper's Bald is used by many for living quarters.

• Mecca for big-game hunters on this continent is the Nantahala Forest of North Carolina where approximately 500 wild Russian boar, from stock released years ago, now roam the pine-clad slopes. The animals are vicious and cunning. They are characterized as the most dangerous of North American wild game.

Sportsmen should make application to J. H. Longshore, Conservation & Development, Asheville, N. C., who also can advise as to guides.

mostly about BOOKS

INDUSTRIAL RECREATION. Profusely illustrated book by MacGregor-Goldsmith Inc., John & Findlay Sts., Cincinnati 14, O. Available without charge.

This book, now in its second edition, is one of the most popular of all treatises on industrial recreation. It is packed with informative data on the subject, ranging from a practical definition of what industrial recreation should be expected to perform for employes and management to instruction in management of programs, financing, facilities and equipment. Every member of your recreation staff should have a copy of this book.

◆

FOOTBALL—THE "T" FORMATION, text of OFFICIAL BULLETIN published by Keds Sports Department, U. S. Rubber Co., 1230 Sixth Ave., New York 20. Available without charge.

A 24-page, pocket-size, illustrated treatise by Frank Leahy. Football coaches will want a copy and a request for it will probably get your name on U. S. Rubber's list to receive future copies of the Bulletin, which we understand is issued at frequent intervals and covers one sports subject in each issue.

◆

FOLK FESTIVAL HANDBOOK. The Evening Bulletin Folk Festival Association, Bulletin Bldg., Filbert & Juniper, Philadelphia 7. Price 50c per copy.

A very instructive treatise on the organization and management of folk festivals, based on experience of one of the largest organizations in this field. The book goes into details on the subject. If you're interested in this phase of recreation, it should be in your library.

◆

EVERYONE A WINNER, a movie-slide with sound set, is available for showing by industrial clubs at no cost. Zurich Insurance Companies, 1355 LaSalle St., Chicago 3, Ill. Showing requires 35mm still projector and record-player.

Anyone wishing to encourage wider participation in industrial recreation will be interested in this 17-minute film accompanied by a recorded talk. By tracing the experience of a sluggish, irritable employe who was always "too tired for games", the film points out the many benefits to be gained by regular recreation activities.

◆

HOW TO ORGANIZE A FLYING CLUB. Piper Aircraft Corp., Lock Haven, Pa. Evidently supplied without charge, on request.

An 8½ by 11-inch manual containing 8 illustrated pages devoted to this subject. Recreation directors planning flying clubs will find here the answers to many of their problems. Mentioning AIM may help you get quick service.

◆

HOW TO DRESS, SHIP AND COOK WILD GAME. Remington Arms Co. Inc., Bridgeport, Conn. Supplied without charge on request to Gail Evans.

A pocket-size, profusely illustrated 48-page treatise that, being distributed free on request, will probably not last long in its first printing. Every species of North American wild game is listed, and the suggestions for shipping and cooking embrace many slants with which the average nimrod is not familiar. Your shooting-club members will prize this offering. Ask Mr. Evans for a sufficient number of copies to cover all of them.

To Page 44, Please

Kodak Park Organizes

World's Biggest *Little* Softball League

Eleven Hundred boys now are members of Kodak Park's athletic association for all Rochester youngsters from 11 to 15. Rochester police chief, commenting on the development, expresses hope that all industries eventually will adopt similar measures to provide purposeful recreation for juveniles.

By IKE SHYNOOK

• THE BIGGEST LITTLE baseball league in the country!

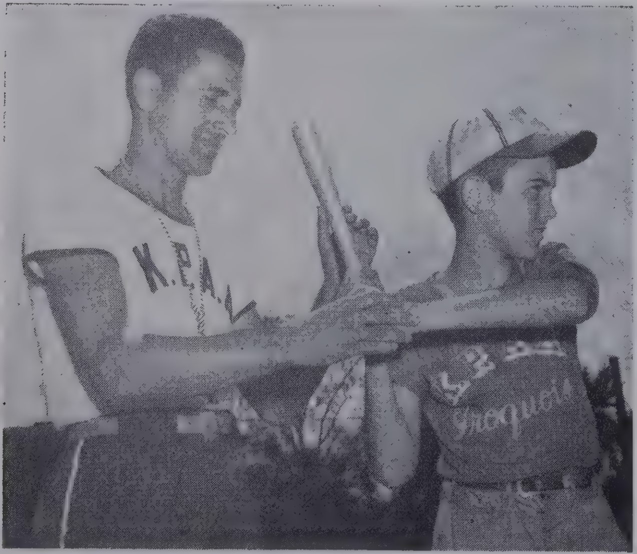
Eleven hundred teen-age boys organized into 80 teams were the 1945 justification of that claim by the Eastman Kodak Company's softball program in Rochester, N. Y.

The recreation plan is sponsored by the athletic association of that company's largest plant, the Kodak Park Works, which includes 100 film- and paper-manufacturing buildings and covers approximately 400 acres of ground.

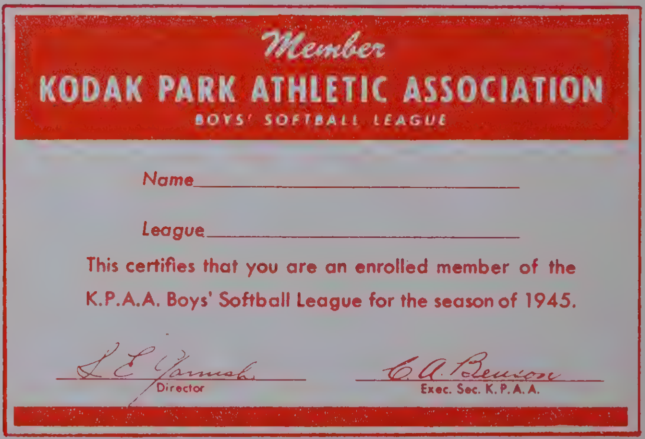
The idea originated early in 1944 when C. A. Benson, executive secretary of the Kodak Park Athletic Association, and Joe Minella, his assistant—taking their cue from the diversified enterprises for industrial recreation in effect throughout the land—conceived the notion that the city's 'teen-agers could derive significant benefits from an athletic program that would answer the twofold purpose of character building and physical fitness.

The results to date have exceeded their fondest expectations. Sixty-four teams took part in the project during the summer of 1944. In 1945 interest had heightened to such an extent that 80 teams, representing 10

• One of the K.P.A.A. Junior pitchers receives instruction from Harold (Shifty) Gears, who hurled Kodak Park to world titles in 1936 and 1940. Rochester's Police Chief H. T. Copenhagen, commenting on Kodak Park's recreation program for youngsters, expresses hope that all industries eventually will organize similar junior sports associations.



• Coach Tommy Castle, first baseman of the Kodak Park first-string team and who has participated in several national tournaments, demonstrates to an "Iroquois" how to go on warpath with hickory stick. Castle is Kodak Park's outstanding hitter.



Member

KODAK PARK ATHLETIC ASSOCIATION

BOYS' SOFTBALL LEAGUE

Name________________________

League________________________

This certifies that you are an enrolled member of the K.P.A.A. Boys' Softball League for the season of 1945.

L. E. Yamish
Director

C. A. Benson
Exec. Sec. K.P.A.A.

• Eleven hundred 'teen-age boys now hold these membership cards in the Kodak Park Athletic Association. Possession is regarded both an evidence of physical prowess and a social distinction. Any boy in Rochester, N. Y., from 11 to 15 years old, is eligible. Eastman Kodak Co. provides the equipment and coaching.

leagues, participated in the 7-weeks schedule.

Arranged primarily for the sons of Kodak employes, the softball program has been expanded to include all Rochester boys between the ages of 11 and 15. Four well-groomed diamonds, located in or near the company's grounds, are busy in season from morning to night; and the day's results are played-up by the city's newspapers and radio stations.

Significant in many respects is the fact that expert directors handle the multitudinous duties that go into a project of this kind. It's no mere accident that Harold

• A "Red Wing" batter fans the air during a regular league game. The ump is Gene Baker, baseball and basketball coach at Livonia, N. Y., high school. Eastman's softball program for juveniles has attracted wholehearted cooperation of physical educators in schools of the area.

• Parents and friends turn out en masse as Red Wings and Royals stage a noon-hour game for Kodak Park employes. The kids are daily crowd-attractions throughout the softball season. Their "world's series" is played on K.P.A.A.'s main diamond.

(Shifty) Gears, a long-time employe of Kodak Park and one of the best softball flingers in the game, is an active member of this group and that the boys take to him like a bear takes to honey.

Gears pitched the Kodak Park team to world championships in 1936 and 1940 and is widely recognized as an authority on the sport. Lyle (Spike) Garnish, well-known physical education instructor at the University of Rochester, heads the supervisory panel made up of area high school mentors.

"What's in a name" is no small consideration where sandlotters are concerned, and Kodak's kids are no exception. Whether they belong to the "Pelicans" in the "Southern League" or the "Cedars" in the "Adirondack League," they are one and all mighty proud of their team affiliations.

All equipment, including gloves, bats, balls, and masks, is furnished by the K.P.A.A.; and lettered jerseys are distributed to every outfit in the league.

And—there's a "world's series" at the finish of the regular league season. The play-offs are held at night under the lights of the plant's choice diamond, used also by the industrial teams composed of Kodak employes. Admission to these play-off games is free. In 1944 the "Tigers" of the "American League" annexed the title before a capacity crowd of rooters, made up in large part of parents and friends.

Backed by the enthusiastic support of Kodak employes and the closely-knit organization of the K.P.A.A. staff, boys' softball in Rochester, thanks to its industrial benefactor, is fast assuming the proportions of a civic institution. Certainly the all-round benefits derived thus far would indicate that juvenile recreation, given the proper impetus, can do much to augment the measures taken by our legislators to mold citizens of the future.

One of the most ardent supporters of the Kodak program is Henry T. Copenhagen, Rochester's police chief and himself an experienced softball pitcher. "I'd like to see industry in all parts of the country make more generous disposal of its recreational facilities to our growing boys and girls," he stated recently.

And a good share of Rochester's younger population will tell you that he's right as rain.

LERC Boosts Peacetime Recreational Income

Opens Cafeteria *to* Outside Public

• So that's where you'll find them! Row upon row of luscious steaks and other choice cuts of beef fill the cooler at LERC's Plant A 1 cafeteria as Commissary Manager Charles Birgy installs plan to boost business volume by serving family dinners five evenings a week and on Saturdays to Lockheed employes, their families and the public at large. Profits go to help maintain the LERC sports program.

• How to return the peacetime-affected industrial plant cafeteria to an SRO basis of patronage—and profits for employe activities—has been worked out by Commissary Manager Charles Birgy of Lockheed Employes Recreation Club at Burbank and Los Angeles, Cal.

Mr. Birgy is going all-out for family dinner business in the cafeteria at Lockheed Factory A-1. On this new plan the cafeteria is open to employes, their families and friends Monday through Friday from 5 to 7:30 p. m. On Saturday's, although the plant is closed, Mr. Birgy is experimenting with cafeteria service from 3 to 9 p. m.

Complete meals are served cafeteria style. Hundreds of employes and their friends are availing themselves of this LERC service. Profit from cafeteria operations goes to the recreation club.

While this new plan, in effect, opens the cafeteria to the general public, many LERC interdepartmental groups are making use of the special dining room in the A cafeteria building for parties and dinners, which Mr. Birgy and his staff are experts at preparing. The special dining room has also been opened to non-LERC clubs. It is equipped to handle 250 diners.

Prices Not Increased

No increase in price has been announced for the family dinners, either to Lockheed employes or the public. This has proved a strong business-puller. Residents of Burbank, where Plant A 1 is located, and other Valley cities, are flocking to the LERC cafeteria for excellently prepared, popular-priced evening and Saturday dinners, and the profits are helping to sustain one of the most gigantic industrial recreation programs in the world.

Open Schedules

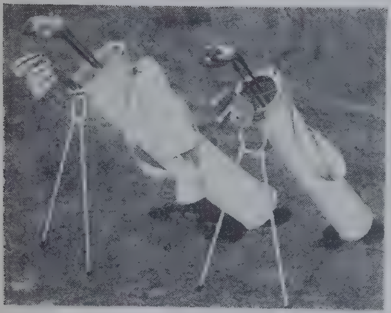
This department is provided as a free service to AIM readers. All industrial teams, and teams seeking games with industrial clubs, are urged to use it freely. Mail an outline of your open dates to Open Schedules Department, AIM Magazine, 343 S. Dearborn, Chicago 4.

AAU BASKETBALL

Service Optical Girls' Basketball Team wants AAU games either away from home or in Des Moines, Ia. Write or wire Frank Brody, Coach, Service Optical Co., Des Moines 9, Ia. This team includes two All-Americans and the National AAU beauty queen.

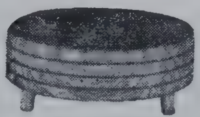
What's going on in EQUIPMENT

Golf-Bag Stand; 'Sunday'-Bag Brace



This isn't really new, but probably few of today's golfers know about the convenience it provides. It is a Clipon golf-bag stand that is light in weight and folds back against the bag for carrying. Another new gadget for golfers, shown here is a brace for "Sunday" type (popular-price light duck' bags. The features of the latter are not too well illustrated. The brace takes the sag out of the Sunday bag. It costs $1.25. The Clipon stand sells at $1.50. Both are made by Sports Products Corp., 799 Broadway, New York 3, N. Y.

Take This Chopping-Block on The Trip!



Useful for plant cafeteria, the sportsmen's club, or for picnics is this "pocket-size" edition of a butcher's block. The midget is 8" wide (you may have them up to 18", too), and thus may be tossed into the car for use on that hunting or fishing trip. It also is useful for barbecues, and has a purpose behind the club bar. Price ranges from $1.25 to $7.14, according to size. Made by Texas Mfg. Co., Brenham, Tex.

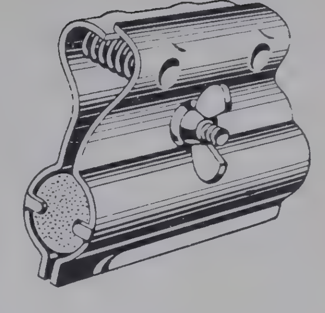
Golf Head Sock Has Club Number

Golfers appear to be getting the edge in sports equipment to be first shown in postwar offerings. One of these new items is a special-design golf-club head cover made in self-fitting form with zipper-type closer and a number on its sole. A tab on the outer end facilitates drawing the club from the bag or suspending it if you like to store your clubs that way. The manufacturer is Lauretti Leather Goods Mfg. Co., Carlisle, Pa.

Little Pill, Big Flame

Heatabs—those little pills used to start bonfires, preheat camp lanterns, warm hands and shoes on winter excursions and for many other outdoors purposes—are out in bigger, flamier size. The whammo pill is called the Heatab Heatmaker. It is 1½" in diameter, nearly an inch thick, really puts out the temperature and burns up to 35 minutes. Tests indicate that a pint of water in a covered vessel will, with this urging, reach boiling temperature in 4 minutes (attitude not indicated.) The jumbos cost $1 the package of 10.

Skate Sharpener; New Putting Device



Wanna whet up your shates? Here's a pocket-model sharpener you can get for $1 and that has veterancy of usage to recommend it. The manufacturer, George W. Berghman, at 1027 Thatcher Ave., River Forest, Ill., says he'll fill industrial orders at this price and pay the postage. And Mr. Berghman has something really brand-new, too. It's for golfers-a-something you can spot around the plant for noon-hour use—and it's called the Practisor. The intriguing feature of this gadget, Mr. Bergman informs us, is that it will accept *only* perfect shots. It is of steel.

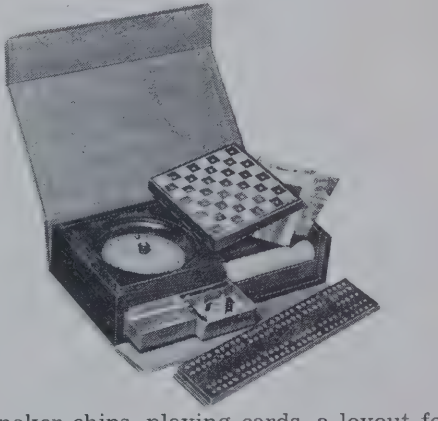
Want This Monthly "Sports Bulletin" Service?

"The Coaches' Corner" is an interesting new feature of "Sports Bulletin," published monthly by MacGregor-Goldsmith, Inc., Cincinnati 14, that is available without charge to industrial recreation directors. "Walter Camp—Father of American Football," leading article in the current issue, is typical of the historical and current analyses of sports that are featured. Requests for entry on the mailing list should be addressed to Mr. V. C. Brasher.

L&C "Coach" Available Without Charge

An interesting magazine on coaching practices that may be obtained without charge by industrial-sports managers is The Coach, published by Lowe & Campbell Co., Kansas City, Mo. Requests for entry on The Coach's mailing list should be addressed to Mr. Marion Miller.

Lot of Games in Doggy Case



On the evident theory that one parlor-type game may get a little boresome, so why not have a lot? Wm. F. Drueke & Son, Grand Rapids 4, Mich., have designed this intriguing set. Contents include checkers, backgammon, chess, dice, cribbage, poker chips, playing cards, a loyout for Michigan rummy and a 32-page book of rules for a variety of additional games. They call it the Play-a-Way set. Done somewhat elaborately, with leather case, the price is $15. A more modest model is priced at $10, and less-inclusive models sell down to $3.

Laminated-Fabric Basketball Has Rubber Cover

VOIT
Enduro

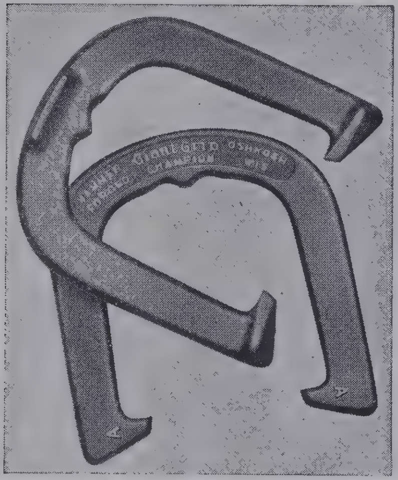
The new Enduro basketball is a product of years of experience and research. While possessing a laminated rubber cover, it is not an all-rubber ball. It is full molded and form-built from multiple-ply, high-tensile fabrics, and conforms with official specifications in size, weight, form and balance. The ball takes its name from its durability. It is now available from W. J. Voit Rubber Corp., Los Angeles, Cal.

Really Pocket-Size "Camp Stove"

Members of the plant sportsmen's club will be interested in this: It's a pocket-size stove called Cookit that burns chemical tablets known as Heatabs. The little outfit will, according to the manufacturer, fry food, boil coffee or water, and is useful for kindling bonfires and for warming hands and feet on skating and skiing trips. The manufacturer is W. Kuswa at J. W. Speaker Corp., 3059 N. Wells St., Milwaukee 12, Wis.

Colored Shower Clogs of Plastic

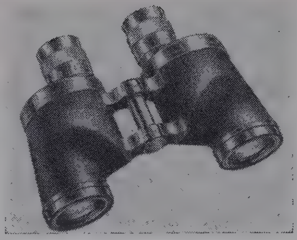
Here's something new for the shower-room. Called Plasti-Clogs, they're made of tenite in yellow, maroon, blue and khaki colors. A special adjustment is said to permit fitting feet sizes from 7 to 11 with one size clog. The price is $28.50 per dozen pairs. Metropolitan Line, 617 Drummond Pl., Chicago 14, Ill., is the manufacturer.



Pitching Shoes for Experts

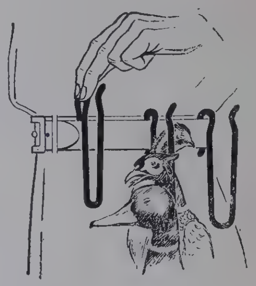
Now that the war is over, the producers are becoming really technical with pitching shoes. Here's a postwar model by Giant Grip Mfg. Co., Oshkosh, Wis., that has hooked heels and toe notches, is carefully proportioned for balance, and is hammer forged to exact pattern and weight for official play. It's called the Champion. The finish is bronze and aluminum.

Coating Improves Binocular Lenses



Binoculars are again being made for the general market, and the newest improvement, as shown by Universal Camera Corp., 28 West 23rd St., New York, is the coating of the lens elements with magnesium fluoride to reduce reflection. Light transmission thus, it is reported, is increased about 50%. The binoculars shown here represent Universal's first postwar introduction. They are made to Service specifications and will sell at $85 in 6x30 power, with case and strap.

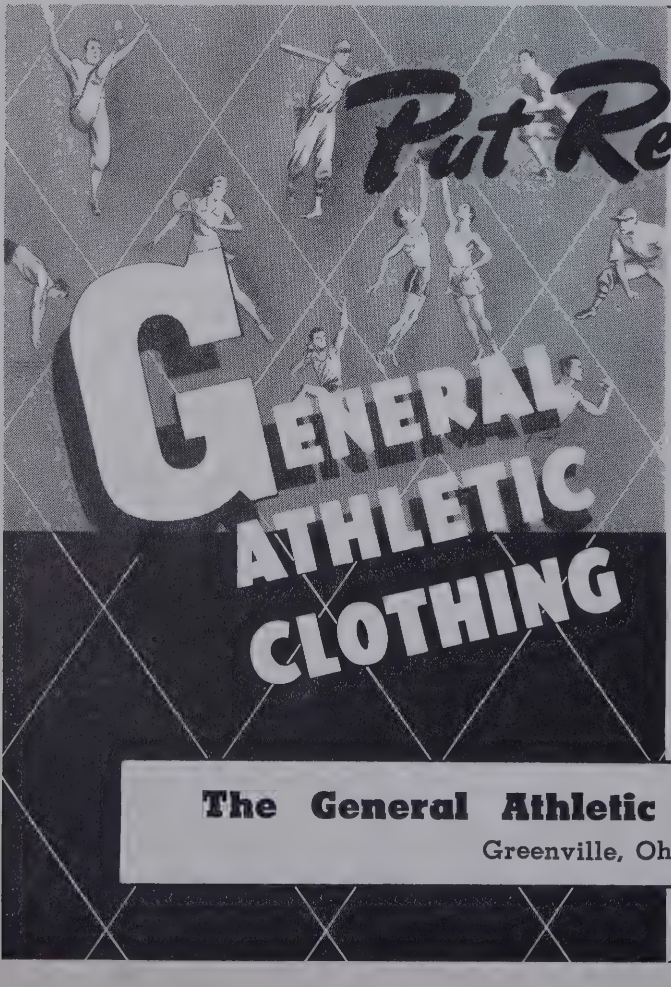
Handy Carrier for Game



When you get the game, how are you going to carry it? Evidently Leo Pachner out at Pachner & Koller, Inc., 3450 Archer Ave., Chicago, Ill., has had some perplexing experiences of that nature, for Leo is out with this Handy Hook Game Carrier. The useful little device slips readily over your belt, accepts the neck of anything from a quail to a goose for convenient carrying, and leaves the arms and hands free for more shooting. Tell the boys in the sportsmen's club about it.

Need Roll-of-Honor Plaques?

In answer to several inquiries from smaller plants for roll of honor and memorial plaques suitable for the inclusion of 50 names or less, AIM's Service Department



Put Recreation into Your Reconversion

NOW, MORE THAN EVER . . .

You should interest your employees in physical fitness through a planned athletic program. Comfortable, colorful, well-fitting athletic clothing adds zest to any competitive sport. "General" brand athletic clothing will give them what they want. Quality has been maintained. The styles are outstanding. And the fit? IT's Super. Ask your local sports goods dealer to show you clothing made by General.

The Best Dressed Players Wear

General Athletic Clothing

ATHLETIC GENERAL BRAND GENERAL PRODUCTS

The General Athletic Products Co.,
Greenville, Ohio

has found these numbers in stock at Lowe & Campbell Athletic Goods Co., Kansas City, Mo. The eagle plaque

ROLL OF HONOR
WORLD WAR II

costs $35. Gold-stamped name plates are 75c each. The wreath plaque is $68.50. The plaques were primarily designed for schools and colleges but are equally adaptable to industrial use.

IN MEMORIAM
WORLD WAR II
McKINLEY HIGH SCHOOL
REVERES ITS MEMBERS
WHO MADE THE SUPREME SACRIFICE

Equipment Industry Expanding to Meet Demands

An addition of 125 new employes to the factory and office payroll, expanding a wartime roster which showed the largest number of workers in the company's history, has been made by the management of MacGregor-Goldsmith, Inc., Cincinnati sports-equipment firm, in an effort to meet pent-up consumer and civilian demands, Hugo Goldsmith, the firm's head, has announced.

MacGregor-Goldsmith continues a regular schedule of "help-wanted" advertisements in Cincinnati newspapers in an effort to obtain needed workers, as the management reveals its insistence that "the healthy outlook for busi-

Attractive!
Invincible
Invincible Nets...

Synonymous with modern beauty, **Ederer's Invincible Sports Nets Are Most Popular,** because of their exacting manufacture and advanced features which assure long, durable wear under most strenuous use.

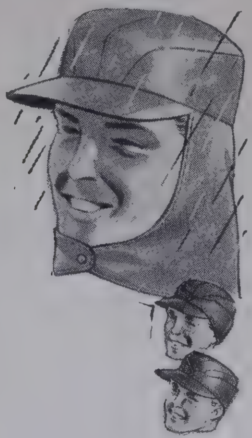
Invincible Nets are found on the recreational fields and in the gymnasiums of many firms participating in physical fitness programs.

The demand is great, and we are only waiting for the Government's go ahead signal to start supplying the need for sports netting. When all restrictions are lifted, we will be happy to meet the demand, and again render the service on which our reputation has been built.

For over fifty years the R. J. EDERER COMPANY has been manufacturing Sports Nets. You will find Ederer Nets used at the most important tournaments and where sportsmen demand the best.

R. J. EDERER COMPANY
"Invincible" Sports Nets
Home Office: 540 Orleans St. Chicago, Ill.

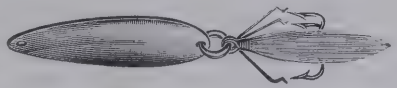
ness, based upon the pent-up civilian needs developed over nearly 4 years of wartime restricted output" augurs well for a continuing high level of employment and business.



Outdoor Club members will be interested in this storm-cape hunting cap. Comes in red, grass or blue color.

Outdoorsman's Cap Has Cape

Speaking of outdoor equipment, the Super Campaigner is something brand new in postwar headgear designed by Ad Reinsberg Co., 323 W. Randolph, Chicago 6, Ill. It has a let-down cape to protect the neck and chin as well as ears. In warmer weather the cape is folded and buttoned above the visor. The cap is made of poplin lined with suede. It is available in red for deer hunters, "dead grass" for duck hunters, tan and Navy blue for other sports, including skiing.



A New Johnson Spoon for Salt or Fresh Water

Here's a new lure for salt and fresh water fishing. Called Johnson's Sprite, it's a highly-polished, die-cast spoon, formed to a special design, with attached treble hook. The lure is equipped with either weedless or non-weedless hooks, and is offered in five different sizes—ranging in wight from .02 oz. for flyrod to .75 oz. for salt-water fishing. The price ranges from 35¢ to 70¢. Louis Johnson Co., 40-Q North Wells St., Chicago, is the manufacturer.

Chrysler Interest-Sustainer

From Chrysler Corp. (Detroit), and Jim Walsh comes news of one means of keeping alive interest in a softball league. A departmental bulletin, inexpensively run off on a mimeographing machine with humorous bits about all the team members and their rooters, keeps the department members team-conscious and pulling together.

Flying Instructions are Simplified

New CAA regulations, simplifying procedure required in obtaining permission to accept flying instruction and to solo, are being emphasized by the flying group of the Lockheed Employes Recreation Club in a drive for new members.

With the recent revision of restrictions, industrial-flying-club members may now take all the instruction they wish before obtaining a permit. Physical examination is required only before soloing. This must be passed, and 2½" square, full-face photos, in duplicate, submitted to the local Civil Aeronautics Authority office, whereupon, with instructor's approval, the permit to solo will be issued.

The new regulations do not require a minimum period of instruction before soloing, but 10 hours of dual instruction, at least half of it after soloing, are required to qualify for instruction in cross-country flying, and 30 solo hours must be registered before a cross-country solo hop is permitted. Permission then depends upon approval of the instructor.

Cross-country trips are limited to a 150-mile radius of home airport. Two full landings are required on both out and in legs of the trip. At each landing, a certificate form must be signed by an airfield attendant.

LERC flying groups are being sponsored by Val-Aero Flying Club. Howard Richey, Val-Aero founder and secretary-treasurer, is contributing his personal services to all LERC flying groups that wish to get going.

'Botts' Crowley Returns to Goldsmith

Lt. J. M. (Botts) Crowley, who was associated with MacGregor-Goldsmith, Inc., sports equipment, for nine years prior to his entering the Navy in May 1942, has rejoined the firm's Special Service Department. Crowley was an executive in the professional baseball leagues' department of the firm before entering the Navy where he spent 40 months on responsible assignments associated with recreational activities for men in the service.

NBC to Resume National Tourneys

The national tournament of the National Bowling Congress will be resumed in 1946 after a wartime lapse of 4 years, Elmer Baumgarten, secretary, has announced. The 1946 nationals will be held at Buffalo, N. Y.

Mr. Baumgarten reports he has also received word from Mrs. Jeanette Knepprath, president of the Women's Bowling Congress, that in view of A.B.C. plans the women will also hold a 1946 tournament. The site for the latter will be Kansas City, Mo. Exact dates of the two events had not at the time of this writing been announced.

During the war, bowlers in the industrial field who sought national or extensive regional competition were compelled to resort to telegraphic tournaments. One of the largest of these has been conducted by Lockheed Aircraft at Burbank, Cal.

Kesl- *For Trophy and Medals*

—Intensify interest in all of your competitive events.

We offer a complete line of cups, trophies, medals, charms and pins. Write us for a quotation on your needs.

B. J. Kesl, Inc.

10 S. Wabash
Manufacturers Chicago, Ill.

A COMPLETE LINE of PITCHING SHOES ★ ★

PAIRS OR SETS

Models for all purposes—any style. Unbreakable hammer forged steel shoes—correct weight—regulation sizes—perfectly balanced.

Also Juvenile shoes and pitching for indoor play. Pitching shoe sets in boxes—complete for use—any model shoes. Also accessories for both professional and amateur.

Rubber Pitching shoe sets for indoors or fine lawns.

WRITE FOR CATALOG AND PRICES

GIANT GRIP MFG. CO. *OSHKOSH, WIS.* ★ ★

Continued from Page 8

perhaps no better than other leading scientific colleges, but it does apply the singular practice of putting its students through the hard way.

And we mean Hard. The academic side of education apparently isn't, for MSM, enough. Budding young scientists who attend this place often have their petals badly bruised in the required process of getting down into the sand and the coal and the iron and the gravel, discovering what molecules make them tick, and putting them together into usable products.

At this tucked-away haven of learning AIM recently discovered a professor of mechanics who went beyond the book-learning requirements of ballistics, by making—and teaching his interested students to make—guns! Of course he was what in popular parlance is known as a "gun nut." But a very erudite gun nut. A gent extraordinary in a number of ways.

He will be introduced to you through AIM's pages in due time. For he has agreed to head up a special firearms and shooting-sports department in this magazine.

The reader who is unfamiliar with shooting may not understand that to perform a good job editorially for its industrial gun clubs, AIM regards a gun editor as imperative. So do other magazines that cover this sport. For there is a great deal more to a sporting firearm than a bang, and those more abstruse things, such as trajectory, muzzle-pressures, feet-per-second and similar denture-clutching words are fully as fascinating to the gun-club addict as is ability to hit with reasonable frequency that at which he is shooting.

The Professor will soon be in there pitching, or equating, or whatever you wish to call it, and AIM will bring you a shooting department that simply will not be outshot! Manufacturers of arms and ammunition who wish to expose their products to the violence of AIM's shooting-editor's tests, come what may, may contact editorial headquarters for the address.

And That Isn't All!

AIM has other fascinating introductions in store for you. It is going to tell you more and more about construction and cost of recreational facilities and equipment, how to equip teams, why some equipment articles are better than others for your purpose, where you can get what you need.

And as you go along with AIM, you will become more and more intimate with personalities as well as equipment produced by the sports and recreation goods fields. Those introductions will be important to you. For in sports there is a camaraderie of personalities. The successful college coach regards that as important to his professional work. The industrial coach—and coachess!—will find those contacts equally valuable.

Through AIM you will come to know the men who make the equipment. Not as removed, obscure individuals but as friends or at any rate sources of advice you may need. This business acquaintanceship is a part of all professions. It has until now been neglected in AIM because everyone was too busy with the war to be interested in introductions.

So when you see in AIM a picture or an item about an executive whose factory's products are important to you, keep the individual in mind. Then when you require contact with that firm, you'll be able to reach headquarters with the first shot.

Thus AIM is expanding, and the expansion reflects growing activity in, and importance of, its field. That field is the one to which you professionally are dedicated. AIM is *your* magazine. Its task is to serve *you.*

Any new assignments you'd like?

Big Fish
THAT DID NOT GET AWAY
2
3
4
5
6
7
8
9
THE INVINCIBLE
HARD BRAID SILK
CASTING LINE
HIGHEST QUALITY

A 30-lb., 8-oz. Pike caught by Edward F. Verhaaren, Delavan, Wisc., on an 18-lb. Invincible

22 prize winners in the 1944 Field and Stream contest were caught on Gladding lines! 22 fish ranging in size all the way up to a 58-lb., 5-oz. 'lunge—landed on a 20-lb. test line. That is proof that the big ones do not always get away—especially if you use a Gladding line.

Gladding's famous Invincible black silk bait casting line accounted for most of those winners. And that is logical, because so many experienced fishermen—fishermen who go after big fish—use the Invincible.

They know, as a result of many battles with many fish, that Invincible lines are dependable, that their casting ease helps to get distance and accuracy so necessary to lure the wise old lunkers from their lairs.

Take the advice of fishermen who know—use Invincible lines and when you hook onto a potential prize-winner, he won't be "the big one that got away."

Your dealer may have Gladding lines in stock. The best way to find out is to ask him.

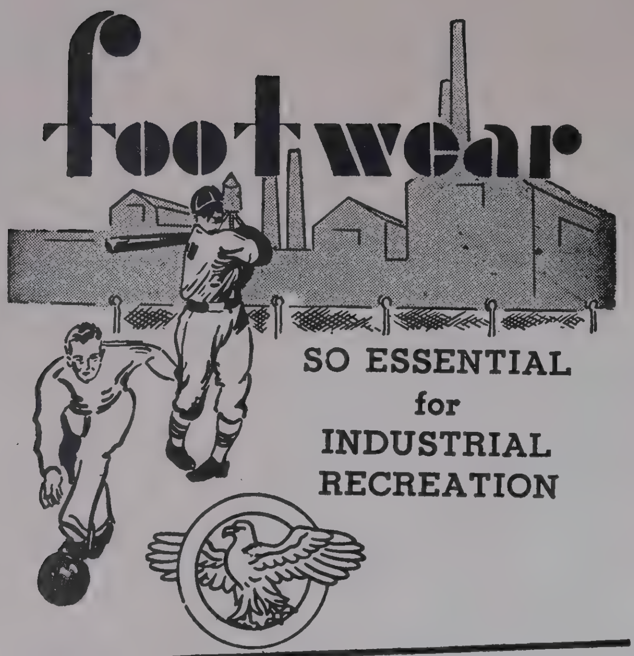
B. F. GLADDING & CO., INC.
SOUTH OTSELIC, N. Y.

1. Mrs. Frank F. Prehoda—23-lb., 6-oz. Northern Pike. **2.** Arthur Lawton—58-lb., 5-oz. Musky. **3.** G. H. Cress, Atlanta, Ga.—10-lb., 2-oz. Largemouth. **4.** Dave Castleman, Covington, Ky.—12-lb., 2-oz. Walleye. **5.** Clayton J. Dilly, Horseheads, N. Y.—13-lb., 8-oz. Rainbow. **6.** C. C. Plummer—38-lb. Lake Trout. **7.** Edmond Bourassa, Levis, P. Q.—8-lb., 4-oz. Smallmouth. **8.** Frank D. Colvin, Gold Beach, Ore.—13-lb. Rainbow. **9.** Mrs. Dora B. Evans—8-lb. Brown Trout.

GLADDING LINES

Other Famous Gladding Lines
BLUE RIBBON DONEGAL
TRANSLUCENT OTSELIC

Made by Fishermen for Fishermen



ANOTHER REASON *Why* MANAGEMENT WILL RETAIN THESE PROGRAMS!

250,000 European soldiers will be coming home with honorable discharges for a well-earned return to civilian life and employment. From the battles of Tunisia, Salerno, Cassino and Normandy will come men skilled in war for rehabilitation in industry.

As we plan an even finer and more complete line of footwear so essential to industrial sports, so you of Management, your Personnel Directors, your Labor Management Committees and your organized Athletic Teams will be planning the programs that will help to adjust these men to new surroundings and new livelihood.

Hyde welcomes the opportunity of helping you plan these activities for tomorrow's scheme of better production. Right now, our production facilities must be geared to combat boots for our foot soldiers when they invade Tokyo.

HYDE

HYDE ATHLETIC SHOE COMPANY
CAMBRIDGE, MASSACHUSETTS

mostly about BOOKS

Continued from Page 35

HOW TO HIT THE FASTEST DRIVE IN TENNIS. By Walter Senior, popular tennis pro at Louisville Boat Club, Louisville, Ky. Published by Thompson Mfg. Co., W. 45th Pl. and S. Packers Ave., Chicago, Ill.

A pocket-size, profusely illustrated treatise that is easily understood. Covers all phases of performance from grip to stroke. The sketches of driving form are particularly clear in presentation. This book will definitely aid any tennis player to improve form. Presumably sufficient copies for distribution to all members of your club are available for the asking—while the supply lasts.

●

SINGING IN THE RAIN. Article in the October, 1945 edition of RECREATION, published by National Recreation Association, 315 4th Ave., New York 10, N. Y. 25c the copy, $2 the year.

An intensely interesting article on the social aspects of community singing, as expressed by the activities of an inspired heterogenous group in one of the world's most congested areas. Illustrates opportunities for neighborhood development in this field. Industrial recreation directors responsible for the social side of activities will also be interested in MAD ABOUT MUSIC, lead article in the same issue.

●

ARCHERY CATALOG, 1945 EDITION. Ben Pearson Co., 121 Metaine Ave., Pine Bluff, Ark. Mailed free on request.

A profusely illustrated book, filled not only with data on equipment manufactured by this firm but also various forms of archery and extremely helpful suggestions on the use of equipment. The equipment itself ranges all the way from extremely popular-priced numbers to the highest quality bows and arrows produced. Archery clubs may request sufficient copies for distribution to all members.

●

LIVING WAR MEMORIALS. Three complete projects presented in plan drawings. Copyright by Edgar Lynch. Available through Brunswick-Balke-Collender Co., Chicago. No charge.

The three projects proposed would occupy 80, 20 and 8 acres respectively. Depending on requirements of the community, both in respect to variety of sports for which facilities are required and number of people to be accomodated, the starting point for any project may well be found in these offerings. If your request arrives before the supply is exhausted, Mr. C. P. Binner at BBC will send you both this brochure and an equally helpful 8-page reprint of suggested Living Memorial plans that have appeared in *Architectural Forum.*

●

HUNTING ACCOMODATIONS IN PENNSYLVANIA. State Department of Commerce, Vacation & Recreation Bureau, Harrisburg, Pa. No charge.

If you're not a resident of Pennsylvania, and interested in hunting in that State, this 54-page pocket-size booklet will be invaluable. It provides a list of landowners who will put you up and guide you, tells how to reach them by mail or in person, offers information on open seasons and gives other data pertinent to the subject. If any of your personnel plan to hunt in Pennsylvania, a copy of this booklet should be in your files.

Continued from Page 26

In addition to participation in the festivals which included only industrial workers, the recreation and personal leaders and their groups from the plants also cooperated in these other activities throughout the entire year.

For example, industrial groups were represented in a religious song festival held during "Brotherhood Week" in February, bringing together religious groups of different faiths. They played a part in a great Negro production, "Unsung Americans Sung," based on W. C. Handy's book, presented in May at Town Hall.

Some of the recreation directors from the plants took the Training-for-Leadership courses in American square dance and English country dances given during the winter to develop leaders to help meet the dance needs of different groups.

At the close of the season, the industrial committee and all the participants felt that we had started a program that should be continued in Philadelphia,—one that could well be adopted by any industrial city.

Already it is evident that next year in industrial plants there will be more types of recreational activities. The interchange of talent among the different plants has stimulated interest in a higher standard of presentation. It has acquainted the industrial groups of the city with each other, and given many Philadelphians an insight into the significant cultural-recreational activities in industry.

Continued from Page 33

military services learned about rifles and pistols and they will certainly follow-up the practicing opportunity afforded them here when they return to civilian life. They will want to continue shooting. It's a great sport."

Jones is now organizing departmental teams of men and women employes, with the best of them being eligible to try for a spot on the Equitable representative club.

Besides Jones, other members of the main squad are Sally Pfeiffer, Ann Gulman, Ed Charette, Edgar Anderson, Joyce Oswald, Peggy Farron, Bea Eberhardt, Leighton Cabbs, Joe Bell, Herbert Adams and Katherine Boyce.

Despite the elaborateness of the Equitable range, its cost was but $3000. Even adding 30% to that as probable replacement cost today, facilities for shooting still are economical to install and maintain.

Committee to Set Physical Standards

By WILLIAM BAYLISS

In The Chicago Tribune

Millions of Americans who today more than ever before are conscious of the importance of physical fitness, though they still are none too certain just what the term means, soon may have an official yardstick with which to judge their own qualifications. The setting up of such a standard which may be used easily in the home, is the goal of a meeting of the joint national committee on physical fitness.

"Ten million of America's young men and women have achieved the top level in fitness through their training in the various branches of military service," Dr. Morris Fishbein, chairman of a special committee set up to establish standards of fitness, said. "It will be regrettable if, after they resume civilian life, they are permitted to drop back into their old lower level of efficiency."

It was for the purpose of setting up a series of simple tests for all civilians that the joint committee of the A. M. A. and the physical fitness group of the federal security agency called in a delegation of the nation's leaders in physical education, including military, naval, and civilian workers. It is hoped that out of the meeting will come the groundwork for a fitness manual which

25 ITEMS HAVE RETURNED TO THE ATLAS LINE

15 NEW PRODUCTS HAVE BEEN ADDED

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BOXING RINGS
BOXING RING PARTS

WRESTLING MATS
BOXING MATS

GYMNASIUM MATS
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MAT COVERS

WALL PADS

MAT TRUCKS
MAT HANGERS

GYM FLOOR COVERING

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CLIMBING ROPES
TUG O' WAR ROPES

FOOTBALL DUMMIES
and Many More Items

ATLAS ATHLETIC EQUIPMENT COMPANY
900 So. Seventh St.
ST. LOUIS 2, MO.

take up a Sport!

THE MAN WHO IS WISE WILL EXERCISE

will outline tests for persons of all ages, whereby they may learn their own physical rating.

One angle of the fitness program on which the majority of those present agreed was the value of competitive sports in achieving and maintaining top efficiency. Maj. Gen. George F. Lull, deputy surgeon general of the army, pointed out that young men who have participated in rugged contact sports like football, basketball and other typical American activities in high school and college are more able to stand the rigors of combat.

"In the first place," said Gen. Lull, "they are in better physical condition as a result of these activities, and in the second they have developed a better competitive attitude, which naturally is of great value in their new situations. Even men of more mature years who have passed the age for the contact sports usually have kept their minds and bodies in trim through golf, bowling, or some less strenuous athletic activity."

Notable progress has been made in physical education in recent years on the civilian front, Dr. T. K. Cureton, associate professor of physical education at the University of Illinois, said, but there still is room for improvement.

Members of the special committee on the manual include in addition to Dr. Fishbein, Maj. Larson and Dr. Cureton are:

Dr. Ruth E. Boynton, University of Minnesota; Dr. D. K. Brace, University of Texas; Maj. Arthur A. Esslinger, chief of physical reconditioning branch, Washington; Dr. C. H. McCloy, University of Iowa; Dr. Jesse F. Williams, professor emeritus, Columbia university; Lt. Comdr. H. E. Lowe, Washington; Capt. Brenda Boynton, women's army corps, Washington; Miss Ruth Glassow, University of Wisconsin; Dr. P. V. Karpovich, school of aviation medicine, Randolph field, Tex.; Dr. Josephine L. Rathbone, Columbia university; A. H. Pritzlaff, board of education, Chicago; Dr. Elizabeth G. Rodgers, supervisor of physical education, Albany, N. Y.; Col. T. P. Bank, president, Athletic Institute, Chicago; W. L. Robb, Wilson Sporting Goods Co., Chicago; Dr. Lon Morrey, American Dental Association, Chicago; Harlan G. Metcalf, federal security agency, Washington; Dorothy La Salle, women's division, national committee on physical fitness, Washington, and Dr. R. L. Sensenich, trustee American Medical Association, South Bend, Ind.

Plan for *Shuffleboard* Court

Data and illustrations for this article have been extracted from material prepared by The Portland Cement Association.

• Of all sports facilities that may be installed with small investment of labor and materials, the shuffleboard court is perhaps the simplest. Except for special attention required to produce a smooth, level surface, it differs but little from a concrete sidewalk. Slightly more attention must be paid to securing a level and smooth surface. The following constructional details are offered as a service by the Portland Cement Association:

Well drained level ground is the best site for a court. It should be stripped of all sod down to uniformly firm ground.

The concrete should be placed in two layers. The base layer should be 3 inches thick and composed of the following proportions: One part of portland cement, two and one-quarter parts of clean coarse sand, and three parts of crushed stone or gravel.

The sand should consist of well graded particles ranging from fine grains to particles ¼ inch in size. The stone or gravel should consist of particles ranging between ¼ inch and 1 inch. The concrete should be thoroughly mixed with not more than six gallons of water per sack

ARCHERY
Bows and Arrows of Excellence
BEN PEARSON
CATALOG NO. 18

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Archery Fans . . .

SOMETHING NEW!

This Catalog literally crammed with lore on your favorite sport and the equipment for it. LOOK: Complete Archery Sets from $1.95 up to the finest! Complete ranges in bow sizes and "pulls" for men and women! Tells what you need, how to use it! Equipment by Pearson's *Master Craftsmen!*

Write for Your Free Copy TODAY!

BEN PEARSON CO.

4th and Orange, Pine Bluff, Ark.

P & K

RECREATION...

Fishing is one of the few forms of recreation that really rests—that doesn't retire. Fishing really relaxes—makes one "hit on all six" again.

Fishing is the all inclusive sport. Gentlemen of leisure—professional men—workers, all can and do enjoy fishing. Plan to include a program of Fishing in your plant Recreational activities.

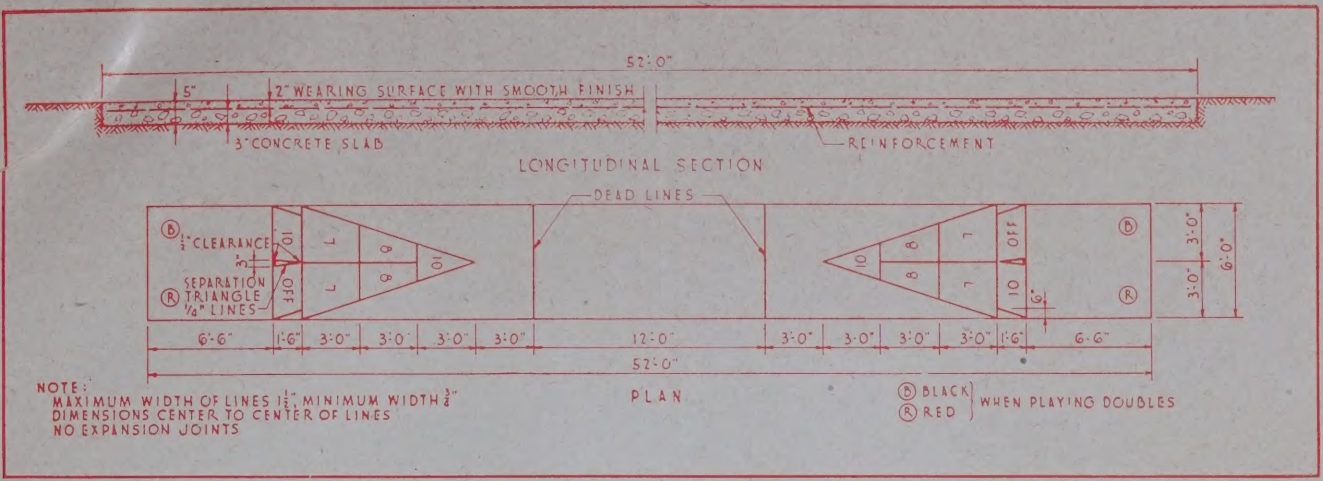
PACHNER & KOLLER, INC.

3422 Archer Ave.—Chicago 8, Illinois

"Old Doc" P & K Says—

Fish for Fun—for Food—for health and recreation. For best fishing, use P & K Lures and Fishing Accessories.

"OLD DOC" P & K



of cement, and carefully placed. The base course should be struck off to grade after which the reinforcement consisting of expanded metal or wire mesh weighing not less than 60 lb. per 100 sq. ft. should be put down.

The wearing or playing layer should be mixed and placed within 45 minutes after the base layer is struck off. The playing layer should be 2 inches thick and should consist of the following proportions:

One part of portland cement, one part of clean sand, and one and three-quarters parts of fine crushed stone or gravel.

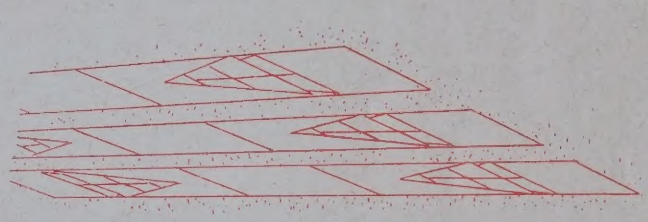
Aggregates and Mixing

The stone or gravel should grade from ⅛ to ⅜ inch in size. This layer should be made with not more than from 4½ to 5 gallons of water per sack of cement. The amount of mixing water may be reduced until the concrete is fairly stiff, requiring some tamping to settle it in place. It should be remembered that the less mixing water used in the concrete, yet producing a workable compact mass, the better and more durable will be the court.

After the wearing layer is placed it should be carefully brought to grade with a straightedge. It should then be compacted with a wood float and again tested with a straightedge to detect high and low spots which should be eliminated. Floating should be followed by a limited amount of steel troweling which should be started after the concrete has hardened sufficiently to prevent excess fine material from working to the surface.

After the concrete has further hardened, it should be carefully hand troweled until the desired smooth finish is attained.

Grinding the surface with a machine shod with rapid cutting abrasive stones will give the smoothest and most satisfactory playing finish. If grinding is resorted to, the final hand troweling should be eliminated, and the concrete allowed to harden and cure for at least four days.



• Each court is 52' long, 6' wide and 5" thick. The playing lines are painted on the surface.

Curing is one of the most important operations in the construction of a shuffleboard court. Curing is the term applied to keeping the finished surface continually wet for a period of 7 days.

Water should be applied directly to the surface as soon as the concrete is hard enough not to be marred by the process. The concrete may be kept wet by any one of the following methods. The most satisfactory process would be to build small earthen dikes around the edge of the court and keep them filled with water for the required period. Another method of curing is to cover the concrete with a 2-inch layer of clean sand, or a layer of bur-

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lap, keeping the covering constantly wet by sprinkling for the 7-day period.

Curing is most important, for if the concrete is allowed to dry too rapidly at the surface, the mixing water needed for hardening will evaporate, and cause surface checking or cracks. Premature drying will also cause the surface to dust under service. The more careful the attention paid to curing, the better and more durable will be the court.

After the court has cured for the prescribed period it should be allowed to dry for 4 or 5 days, and the playing lines then painted on the surface.

If a waxed finish is desired, a treatment with paraffin wax dissolved in turpentine, followed by a coating of powdered wax well rubbed in, will give excellent results.

Scrubbing the surface with a strong soap solution and mopping, followed by occasional application of powdered soap after the floor is dry, is another satisfactory method.

Polishing the surface with powdered boric acid will give a satisfactory finish.

Marking the Court

A high quality paint made with an oil or varnish base is satisfactory for use on concrete surfaces. For new construction (less than six months old), a zinc sulphate wash consisting of 3 lb. of crystals per gallon of water should be applied to the concrete surface to be painted. At least 48 hours should be allowed for the zinc sulphate treatment to dry after it has been applied. Any crystals that appear on the surface should be removed by brushing before painting lines.

APPROXIMATE QUANTITY OF MATERIALS FOR ONE COURT

CONCRETE	5 cu. yd.
Cement	32½ sacks
Sand	2½ cu. yd.
Coarse Aggregate	3½ cu. yd.
Mix: 1:2:3	
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